

Brains and Talent Corporation



To: Mary Forte
From: Mike Myers *my*
Date: September 28, 2007
Subject: Information plan for Comic in a Bottle

***Note:** In places, I have used wording almost identical to Gurak's examples so that you will have more options available. You should not use the same wording. Also, do not use this sample as a template. Not all of the sections include all the information you need for a complete and effective memo.

Introduction of Product

Our team has recently developed a product that will help reduce stress levels of students and employees at Cal Poly. Comic in a Bottle allows users to shrink their favorite entertainer down to fit into a 12-ounce beverage container. The entertainer will then happily tell jokes or perform tricks whenever the user wishes. We will present the product prototype and instructions for its use at the October 15th meeting. This memo gives a preliminary look at the plans for the instructions set.

Audience

We will design the instruction set for Cal Poly students and staff . . . (**Important:** I have not provided a complete discussion in this section; use the audience analysis worksheet in the text—see assignment description for page numbers—to help you describe your audience completely.)

Purpose and User Tasks

The manual will do the following for the customer:

- Instruct the user in assembling, using, and maintaining the Comic in a Bottle
- Provide adequate safety instructions. These are to protect the user and make sure we have complied with our legal requirements.
- Provide a phone number, Web address, and other contact information if users have questions or need replacement parts.

Conclusion

Please let us know if you have any suggestions. We look forward to seeing you at the presentation.