

Mt. San Antonio College
BUSO 5: Business English
Rationale Outline

Name: _____ Date: _____

Recipient: _____ Title: _____

1. a. What do I know about the reader (recipient) of this memo? _____

b. What is important to my reader? _____

2. What is my goal in writing this memo? What do I want my reader to do? (be specific!) _____

3. What reasons (justifications/arguments) can I give for adopting this suggestion?

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

4. Which three reasons above would be most convincing to my reader? _____
(Rank these in order of effectiveness. Use only these three reasons in your memo.)

5. a. How can I write this from my reader's perspective? _____

b. How can I relate this to my reader's goals (See question #1)? _____
