

OFFICIAL & BUSINESS LETTER WRITING



Thumb Rule

Professional Writing

- Remember the 3 Ps of professional writing
- Purposeful, People-oriented, Precise
- Purposeful: Write only when you have definite purpose in mind/message to convey
- People-Oriented: Write what will interest your audience. Focus totally on them. Take their perspective.
- Be Precise: Clear and concise.

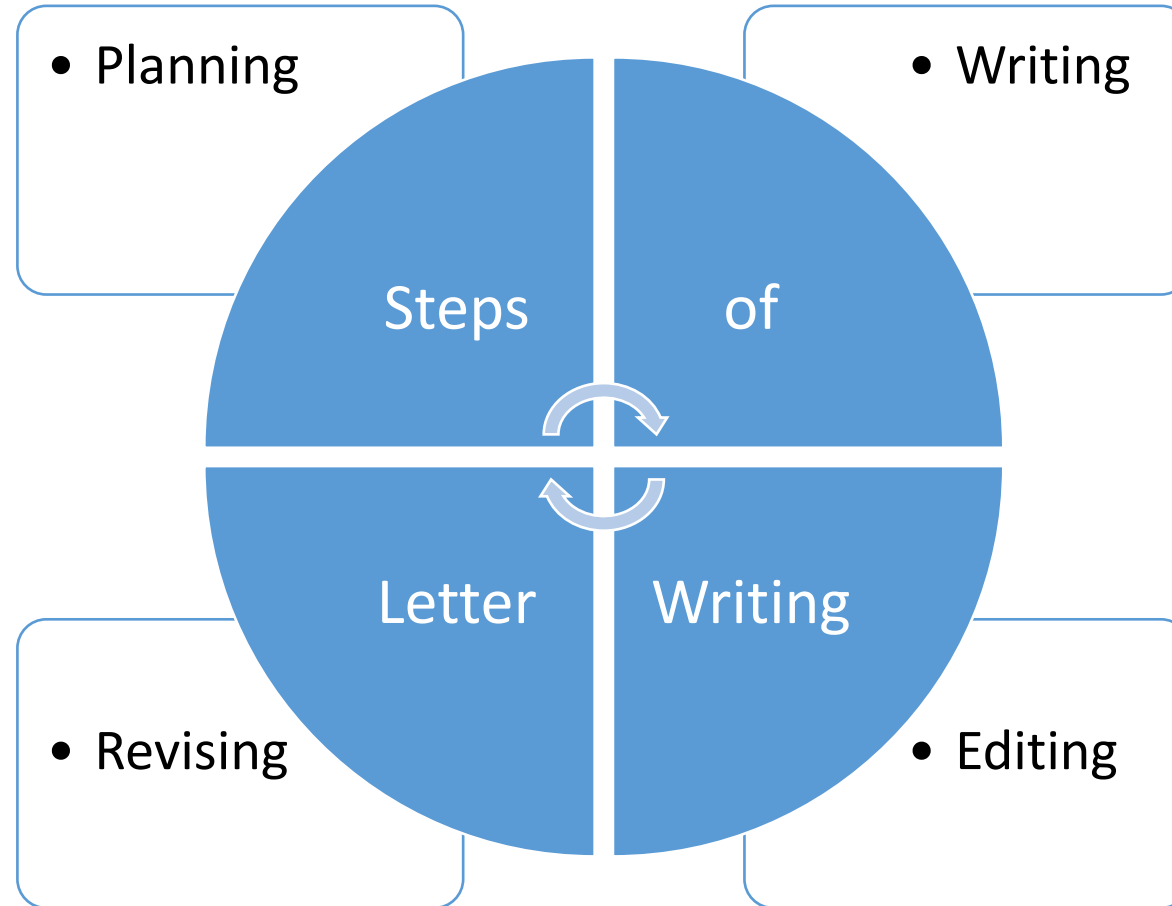
Definition of Letter

- A written form of communication, written by an authorized person of an organization, is called a business letter.
- They serve as a means to reach out to people not only within the locality and neighborhood but also in other cities and nations.



SIGNIFICANCE OF BUSINESS LETTERS

- **Assists in sustaining business relationships**
- **Appropriate form of communication for complex information.**
- **Serves as permanent records. Valuable repository of information for future.**
- **Helps in reaching a large and geographically diverse audience.**
- **Economic (as compared to phone calls)**





Seven Cs of an Effective Business Letter

7 Cs

- **Consideration**
- **Courtesy**
- **Clarity**
- **Concreteness**
- **Correctness**
- **Conciseness**
- **Completeness**

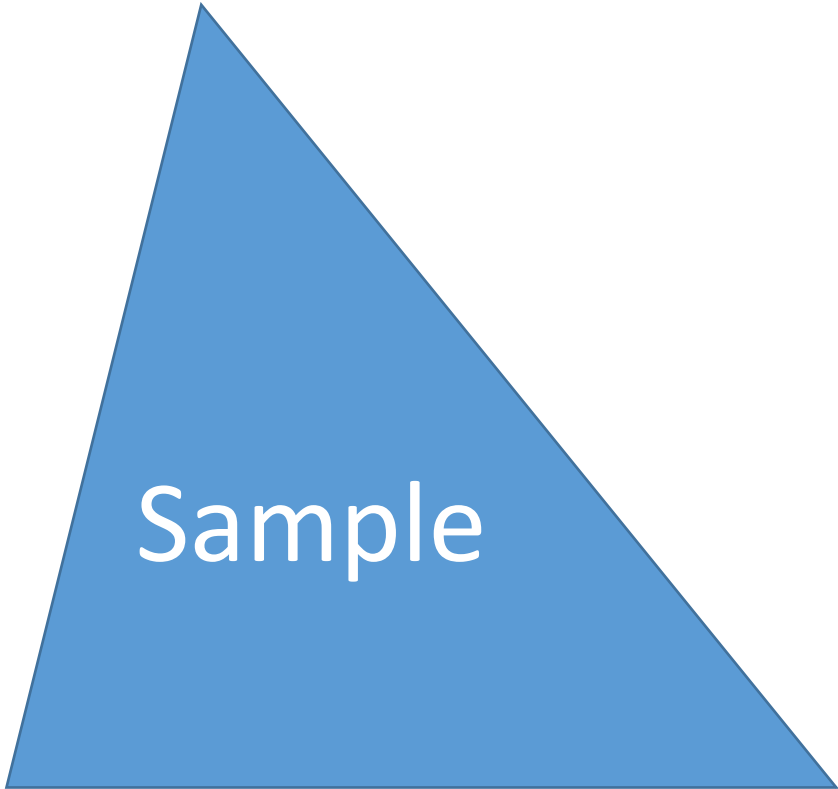
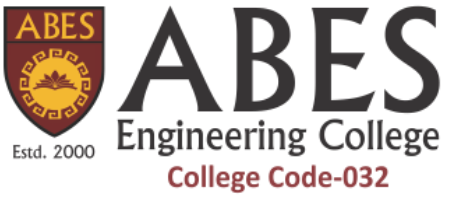


Formats of Business Letters

- *Full Block Format*
- *Modified Block Format*
- *Semi Block Format*
- *Simplified Block Format*

Full Block Format

- Most common format in use today,
- It is the easiest to remember and it is well suited to the way a word processor works.
- **Every** line begins at the left margin, the return address, complimentary closing, signature, and even the first line of each paragraph.
- Paragraphs are separated by a double space.



123 Centre Street
Yorkton, NS B4T 1Y9

February 21, 2005

John Clancy
Personnel Manager
Greenbay Publishers Inc.
99 Hollingshead Road
Fredericton, NB

Dear Mr. Clancy
We are pleased to _____ your account.

In addition, _____ the work.

It would be our pleasure _____ contact us.

Yours truly

Shirley Paterson
Shirley Paterson
Director of Research

Modified Format

Differs from full block in the positioning of certain elements like the heading, dateline, complimentary close, signature block are right aligned.

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SAMPLE

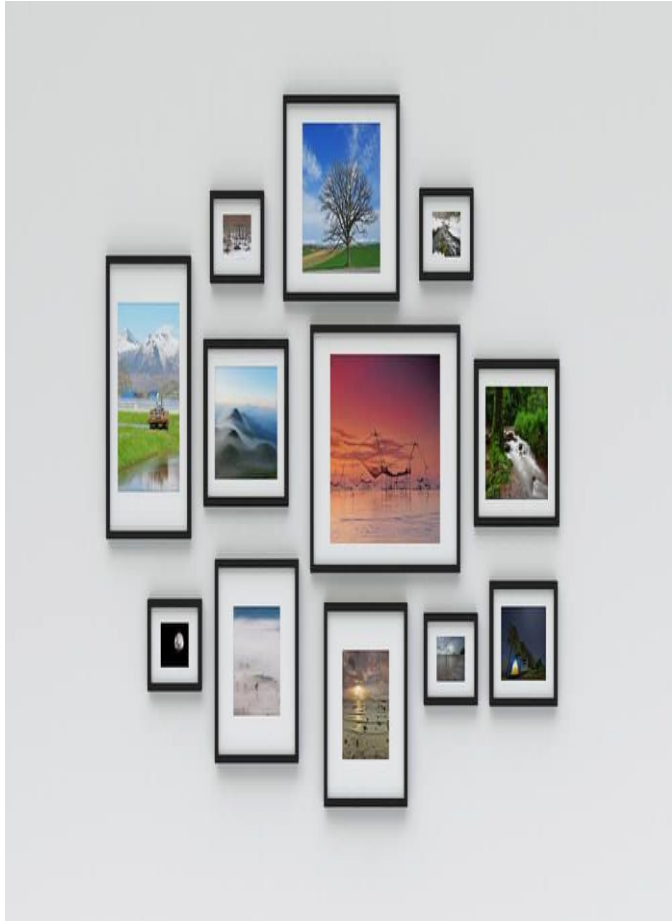
Semi Block Layout

Resembles modified block style except that the first line of each paragraph is indented.

Simplified Layout Omits salutation

- Often includes a subject line in capital letters.
- Omits complimentary close.
- Convenient when the recipient is not known to you.
- Objections are raised on impersonal approach.

Types of Business Letters



- Acceptance Letter (yes/ legal)
- Acknowledgement Letter (Receipt)
- Adjustment Letter (a legal document / addresses a complaint or claim)
- Application Letter (request job consideration/ interview)
- Complaint Letter (a legal document)
- Cover Letter (accompanies resume or order)
- Inquiry Letter (posing a question)
- Order Letter (request letter)
- Refusal Letter (reject an offer)
- Response Letter (answers inquiry)
- Sales Letter (marketing)

Elements of a Business Letter

1. Heading
2. Date
3. Inside Address
4. Reference
5. Subject
6. Attention Line
7. Salutation
8. Body
9. Complimentary Close
10. Signature
11. Identification Marks
12. Enclosure
13. Copy Notation



How To Write An Official Letter

- Official letters help express an opinion or provide important information to others professionally. A well-drafted official letter can help you convey your message of acceptance, interest, complaint, gratitude or recommendation effectively. When writing an official letter, it is important to follow a specific structure or format throughout the entire document.

Step-by-step process to writing an official letter:

- **Choose a professional font and size**
- **Pick a format and follow the template**
- **Create your heading**
- **Begin your introduction with a salutation**
- **Use body paragraphs to state your reason for writing**
- **Add your conclusion paragraph and signature**
- **Mention and add your enclosures**
- **Proofread your letter before sending it**



Job Application Letters

- Job application letters are written while applying for a job. Job application letter is written for offering one's services to the prospective employer. Through this letter, one tries to sell his services. It is accompanied with resume or curriculum vitae including all the essential principles of formal business letter.
- The purpose of job application letter is to persuade targeted employers to read the attached resume or curriculum vitae. Through this process, one motivates the employer to contact him for further interview.

Types of Job Application Letters

- Job application letters are of following two types:

(a) Solicited Job Application Letters:

These are written in response to an announced or advertised post.

(b) Unsolicited Job Application Letter:

These are written and sent to an organization that has not announced or advertised a post.

Resume Making

In modern world of Science and Technology resume writing has become an art.

A ‘resume’ is an abstract (summary) or selective record of one’s achievements including education, work experience, abilities and so on.

As per Pauley and Riordan

- ***“Your resume is a one-page (sometimes two page) document that summarizes your skills, experiences and qualifications for a position in your field”.***
- The words like Bio-data and Curriculum Vitae are often used for a resume.

Guidelines for Writing Good Resume:

- i) The resume should be well written, sentences and paragraphs should be short and simple.
- (ii) Use of Jargons should be avoided.
- (iii) It should provide all necessary information, relating to the applicants education and experience.
- (iv) Any personal information which is not directly related to the job should not be included.
- (v) It should be complete in all respects.

RESUME TYPES:

Resume is mainly of following four types:

- (i) Chronological Resume
- (ii) Functional Resume
- (iii) Hybrid / Combination Resume
- (iv) Electronic Resume – ASCII (American Standard Code for Information Interchange / HTML (Hyper Text Markup Language) formats.

Chronological Resume:

In this type of resume the information is chronologically (as per time) arranged. This makes it easy to get an idea about the previous work experience of the candidate. The main sections of the chronological resume are as follows:

- a) Career Objective
- b) Summary (optional)
- c) Educational History
- d) Personal Data
- e) Work History

Functional Resume

In functional resume, the main focus is laid on skills & experience. In this type of resume the candidate mentions his skills and work experience pertaining to the post applied for. The main sections of the functional resume are as following:

- a) Career Objective
- b) Personal Data
- c) Educational details
- d) Work Experience
- e) Skills and Certifications

Hybrid / Combination Resume

These are combination of Chronological and Functional resumes

Electronic Resume

- Electronic resumes are prepared for the purpose of uploading on the world wide web's using ASCII (American Standard Code for Information Interchange) or HTML (Hyper Text Markup Language) formats, so that prospective employers can view them.

Differentiate between Resume, C.V. & Bio-Data

- **Bio-Data:**
- Information about a person and about what they have done in their life.
- **Resume:** A short summary or account of something.
- **Curriculum Vitae:** A written record of your education and the jobs you have done, that you send when you are applying for a job.

CURRICULUM VITAE:

- C.V. is a Latin word meaning "course of life". Curriculum Vitae (C.V.) is therefore a regular or particular course of study pertaining to education and life. A C.V. is more detailed than a resume, usually 2 to 3 pages, but can run even longer as per the requirement.
- A C.V. generally lists out every skills, jobs, degrees, and professional affiliations the applicant has acquired, usually in chronological order.
- A C.V. displays general talent rather than specific skills for any specific positions.

THANK YOU