**August 21, 2023**

1. Welcome
2. This Week’s Schedule
3. Elevator Pitch
4. Business Letters

**This Week’s Schedule**

* Mon - Business letters; orientation for new students (PM)
* Tue - JD follow-up (5 companies); business letters
* Wed - Business writing; draft resume due
* Thur - SSI
* Fri - Business writing

**Elevator Pitch**

* Mustafa, Amir, Ilakkiya, Maryna, Gowri, Merve, Beeta

**Email Writing Review**

* Types of emails
* Make inquiries - use indirect questions
  + Wh questions - Do you know where the washroom is?
  + Y/N questions - I was wondering if you were in class last Friday.
* Tone - level of formality
  + Semi-formal vs informal
  + Request vs Ask
* Ending the email
  + Look forward/thank you/have a good weekend
* Components of email
  + Subject line
  + Salutations - dear/hi/hello/nothing
  + Complimentary closing - thanks/regards/best/cheers/nothing
* Editing/formatting/proofreading
  + Appropriate details
  + Purpose
  + Sentence structure
  + Paragraphing
  + Grammar
  + Spelling
  + Punctations
  + Capitalizing of letters
  + spacing

**Business Letters**

* Difference between email & letters
  + Letters have senders and receivers
  + Letters have addresses
  + More components than email
  + Letters are always formal
  + Official documents to clients
  + Government documents
  + Cover letter when applying for a job
  + Invitations
  + Complaints
  + Job offers/job promotions
  + Reference letter
  + Congratulatory / apology letters
* Components
* Organization
* Common expressions
* Opening paragraph
* Gender neutral language
* Prepositional collocation
* Letter closings
* Editing and proofreading

**Example of a Personal Business Letter (left-aligned)**

| 123 Yonge Street  Toronto, ON M2N 7N3  May 5, 2022  Mary Smith  Human Resources Manager  ABC Inc.  789 16th Avenue, Suite 103  Richmond Hill, ON L4J 2N3  Dear Ms. Smith:  Re:/ Reference: / Subject: File 34567-20222 (left-aligned or centered)  Xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx. Xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx, xxxxx xxxxxxxx xxxxxx xxxx xx xxxxx xxxxxxxxxxxx xxxxx.  Xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx.xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx  Xxxxxxx xxxxx xxxx xxxxxxxx xxx xxxxxxxxx xxxx xxxxxxxxx. Xxxxxx xxxxx xx xxxx xxxxxxx xxxxxxxxxx xxxxxxxxx xxx .  Sincerely,  Helen Tam |
| --- |

**The Opening Paragraph (page 113)**

1. You were charged for telephone calls you didn’t make.  
   Dear Customer Service Representative/Customer Care Manager:

I am writing to inform you about my extreme dissatisfaction regarding your services.   
I would like to complain about the mistaken charges that appeared on my July statement.

2. You are an insurance agent and made a mistake on a client’s policy.  
Dear Ms. Tam:  
Re: Automobile Insurance Policy #12345  
This letter is to apologize for the mistake our company has made on your automobile policy.

3. You want information about a company’s services.  
To Whom It May Concern:  
I would like to receive some information about your company’s cleaning services.   
Dear Sales Representative:   
I am writing to request information about the IT Solutions you advertised on LinkedIn last week.

4. You want to ask a professor for a reference.  
Dear Professor Smith/Dr. Smith:   
I would like to request a letter of reference for my recent employment application.

5. You are applying for a job. (cover letter)  
Dear Human Resources Manager:   
I am writing to apply for the Android Developer position at your company.   
I am writing to apply for the Android Developer position #123 advertised on the career page of your company website.   
This letter is to apply for the Developer position as advertised on LinkedIn.   
I am writing to express my interest in the Cyber Security Analyst position as advertised on your website/Indeed.

6. You want to complain about a policy being implemented by the company you work for.  
Dear Legal Manager:  
I am writing this letter to complain/express my concern about the new privacy policy that has been implemented in the company since August 1, 2023.   
Call to action = “reconsider”/”review”

7. You want to cancel your Internet service.  
Dear Customer Service Manager:  
I would like to cancel my internet services effective July 10, 2023.

8. You want to confirm the conditions of a verbal agreement that you have with a client.  
Dear Mr. Lastname:  
I am writing to confirm about the conditions of our agreement we have discussed earlier.   
This letter is to summarize the conditions of our service agreement we had discussed over the telephone yesterday.   
Further to our meeting/our telephone conversation on August 18, this letter is to confirm the terms of our payment schedule.

**Expressions for Letter Writing (page 115)**

| **1. Giving bad news:**   * I / we regret (sorry) to inform that * I am afraid that * Unfortunately, |
| --- |
| **2. Making a request: -** I am writing to request that   * I would appreciate it if you could * Could you please * I would be grateful if you could * I was wondering if you could… |
| **3. Stating the purpose of a letter:**   * I wish to inform you that * I am writing to confirm our telephone conversation of the (date) * Please be advised that |
| **4. Offering to do something:**   * I would be delighted / pleased / happy to |
| **5. Referring to a future contact:**   * I look forward to hearing from you soon… |
| **6. Including an additional document with a letter:**   * Please find enclosed my resume for your consideration. * Please find attached …. * I have attached my resume for your consideration. * My resume has been attached for your consideration. |
| **7. Call to action**   * I would appreciate your immediate attention to this matter. |

**Prepositional Collocations (page 114)**

1. Apologize for
2. Concerned about
3. Complain (v.) about; complaint (n.)
4. Sorry for
5. Invite to
6. Inform about
7. Thank for
8. Interested in
9. Upset/about/for; disappointed in; dissatisfied with/in/by; angry about; furious about/for
10. Inquire about / Apply for
11. Responding to
12. Apply for

**Page 117 Gender Neutral Language**

1. Wife - spouse, partner, significant other
2. Salesmen - Salesperson, Sales Associates; Sales Staff; Sales
3. His - his/her; their
4. Male - delete the word
5. Him - him/her; them
6. Mailman - mail carrier; postal carrier; courier; postal worker
7. Mrs. - Ms./ Mr. / firstname lastname
8. Girl - person, staff, receptionist

Fireman - firefighter

Policeman - police officers

Chairman - chairperson, chair

Steward/stewardess - Flight attendants

Secretary - Office Assistant, Administrative Assistant, Executive Assistant, Receptionist, Clerk

Actor/Actress -

Waiter/waitress - servers, wait staff

**August 23, 2023**

1. Elevator pitch - Maryna, Beeta, Amir, Merve
2. Letter closings
3. Re-write a letter

Business letters

* Components
  + Return address
  + Date
  + Inside address (recipient’s name, title, company, address)
  + Salutation
  + Reference
  + Introductory paragraph
  + Body paragraph
  + Concluding paragraph - call to action
  + Complimentary closing
  + Sender’s name
  + Title

**Page 116 Letter Closings**

* Look forward
* Call to action
* Contact info
* Thank you/appreciation

1. A letter to your Member of Parliament thanking him/her for help getting a visa for a family member  
Thank you very much for your assistance in this matter.   
Your assistance in this matter is greatly appreciated.

I appreciate your assistance in this matter.   
  
2. A letter asking Revenue Canada to review your income tax return because you think there was a mistake

Please look into this matter immediately. I am looking forward to receiving a reply/resolution from you soon.

If you require any further information or documentation, please do not hesitate to contact me at xxx-xxx-xxxx.

Sincerely,

Helen Tam   
  
3. A letter to your financial advisor to thank her for her service

It has been a pleasure working with you over the years. I wish you all the (very) best in your retirement/ in your future endeavours.

4. A letter to a client offering to give more information if he/she needs it

Thank you very much for considering ABC Company. Should you require any further assistance, I can be reached at (416) 312-4567 ext. 3948.

5. A letter to a customer advising him/her that a payment is overdue  
Please pay/remit the outstanding balance of $100 by / before August 30, 2023 to avoid any service interruptions.

6. A letter of complaint requesting that some action be taken

Please refund my payment of $250 immediately. / Please credit my account ..I look forward to receiving a satisfactory response from you soon.   
Thank you,

Helen Tam

**Business Letter Writing Process**

Writing the content of a letter often involves three basic steps:

**Step 1: Planning**

a. Determine who your reader is

b. Decide what you want your reader to know first (your statement of purpose)

c. Decide what other information you want your reader to know

d. Decide whether or not there is something you want the reader to do

**Step 2: Writing**

a. Write an outline that lists the main ideas and supporting details of each paragraph

b. Use your outline to write the first draft of your letter

**Step 3: Editing**

a. **Edit** your letter to make sure the message is clear, necessary information is included, and your ideas are presented in logical order

b. Make any necessary changes

c. **Proofread** your letter again to make sure there are no spelling, grammar or punctuation errors

d. Make any further necessary changes

**Page 118 - Re-write a Letter**

* Purpose - to complain about store policy; to request/demand a refund
* Details - why not satisfy with policy; lamp doesn’t work well; not professional service; sequence of events; reasons why you want a refund; proof of purchase
* Concluding Paragraph - a refund

**Helen’s Example (pg.118)**

PH12 - 123 Yonge Street

Toronto, ON

M2N 7G5

September 12, 2009

Ms. Lucinda Minto

Store Manager

Bright Star Lighting Store

11 Glendale Avenue

Oshawa, ON

L1H 8K9

Dear Ms. Minto:

Re: Refund Request of Floor Lamp Purchased on August 25, 2009

Further to our earlier telephone conversation, I am writing to request a full refund of my recent purchase of the faulty floor lamp from your store on August 25, 2009. A copy of the receipt is attached for your information.

I was not able to use the floor lamp because it did not work properly. Every time I switched it on, it switched off by itself after about 30 minutes. Although you had confirmed that your store’s policy is to exchange faulty merchandise rather than refund the money, the lamp that I want is no longer available at your store and I could not find any other replacement products that would fit my current needs. Given these circumstances, I would like to request that you issue a full refund.

Please look into this matter and process a refund of $350.00 immediately. I look forward to receiving a satisfactory response from you. If you require any additional information, please contact me at (416) 987-6543.

Sincerely,

Marisa Romer

**August 25, 2023**

1. Warm-up
2. Elevator pitch - Amir
3. Business letters
4. Job interview

**Warm-up**

Think of an adjective to describe yourself. Give an example to support your answer.

* Methodical, analytical
* Organized, set priorities, time management = meet deadlines
* Determined - called a meeting and worked with my team to solve the problem;
* Energetic, self-motivated, enthusiastic, optimistic, positive
* Reliable, responsible, trustworthy
* Strong communication skills, active listening skills
* Problem solver, good at problem solving
* Leadership skills
* Project management
* Honest
* Flexible, adaptable
* Supportive, helpful, lend a hand, patient, good listening/communication
* Sympathetic
* Analytical
* Good teamplayer, patient with each other, welcoming, good interpersonal/communication skills, cooperative/collaborative, pick up from each other
* Good management skills, leadership
* Quick learner, resourceful, willing to ask questions/ask for help, receive feedback well, interested in learning new things/curiosity, life long learner

**Exercise - Write a letter for your neighbour**

Write a business letter based on the dialogue between two neighbours.

[https://drive.google.com/file/d/1ldwmBfcGb5B\_-RBA5QeCoHK896SSG1fPST/view?usp=sharing](https://drive.google.com/file/d/1ldwmBfcGb5B_-RBA5QeHK896SSG1fPST/view?usp=sharing)

* Iravan Ghandi
* Support letter supporting Iravan’s application for overnight parking permit
* Reasons for your support
  + Cause inconvenience?
  + Good for the neighbourhood
  + friends/relationship
* Content
  + Introductory paragraph - purpose
  + Body - reasons for your support; Who are you? Why is it important to you?
  + Concluding - consider/grant the application/permit; Look forward to an answer; thank them/my phone#

**Support Letter Example**

45 Happy Drive

Woodbridge, ON

L4H 0J6

November 4, 2020

By-law and Compliance

Licensing and Permit Services

Vaughan City Hall

2141 Major Mackenzie Drive

Vaughan, ON

L6A 1T1

To Whom It May Concern:

I am writing this letter to support Mr. Iravan Gandhi's application for the overnight parking permit.

I have been a neighbour of Mr. Iravan Gandhi for more than six years and I know him very well as a neighbour. He lives at #42 and I live at #45 on the same street. I will not have any inconveniences on a daily basis if he parks his car on the street overnight.

If you require more information regarding this matter, please contact me at (647) 444-5555. Thank you very much for your attention.

Sincerely,

Helen Tam

**Cover Letter Example - see handout**