

WRITING A BUSINESS LETTER

Structure Of Letter

*By: Bhagya Rana(D12)
N.I.T, Surat*

THE IMPORTANCE OF LETTERS

1. Letters *represent* your company's public image and your competence
2. Letters are *more personal* than a report, yet *more formal* than memos or e-mail
3. Letters constitute an official legal record of an agreement
4. Letters provide a wide range of corporate information



Wait!!Before writing a letter

- ❑ **Examine** the **tone** of the letter to which you are going to respond.
- ❑ **Identify** your audience and purpose in order to determine the type of letter you will write (formal or informal).
- ❑ **Analyze your reader:**
 - ✓ Who is your reader?
 - ✓ Will my reader be favorable or unfavorably disposed to what I am going to say?
 - ✓ What impression do I want my letter to make on reader?



Decide how formal your letter needs to be:

How you write the letter will depend on your relationship with the recipient.

- ❑ If you're writing to anyone with whom you hope to have a professional relationship, the letter should be **formal**.
- ❑ If you're writing someone you know very well, the letter should probably be **informal**.



Letter Mechanics



Pronoun

The use of personal pronouns is important in letters . . . **I, he, she, it, we, they, you**

- In a letter, do not refer to yourself in the third person by using “*the writer*”.
- It is perfectly natural and appropriate to refer to yourself as **I** and to the reader as **you**.



Letter Mechanics

Focus and Specificity



- Be Focused.
- Write concise and purposeful letter
- Do not write confused, overlong letter.
- Do not be rude.
- Do not try to impress with your writing.
i.e.

Please, very very very thank you



Decide whether you'll send a handwritten letter or typed.

The way you choose to send your letter also indicates a degree of formality.

- Most **formal letters** should be typed and sent through the post.
- For **informal letters**, an email or handwritten letter is acceptable.



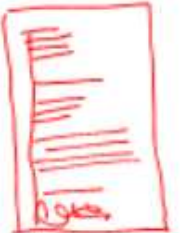
Basic Letter Formats

Technical documents
business workplace

Block Format

- All elements on left-hand margin
- Typed quickly

don't have the subject line



Simplified Format

- Conventional
- Includes subject line
- Resembles Block Format



Modified Block Format

- Two exceptions only
- Date and closing on right hand side



PARTS OF A LETTER

- ' Address
- ' Date line
- ' Inside address
- ' Salutation
- ' Subject line (optional)
- ' Text of the letter (body)
- ' Complementary close
- ' Signature
- ' Enclosure(s) line



HOW DOES A BUSINESS LETTER LOOK?

- ' A business letter is a special kind of letter.
- ' There is a correct order for each part of the letter.

LESLIE GARDNER

1-16 PRINCE AVE S #107
WINNIPEG, MB R6H 1E1

April 10, 2001

Human Resources
Edina Public Schools
1166 Green Tree Road
Edina, MB R6H 1E1

Dear Sir or Madam,

I am writing in response to the ESL teaching position advertised in last week's Winnipeg Free Press. I am enclosing a copy of my resume for your consideration and review.

I graduated from the University of Winnipeg with a BA in English. While in school, I worked as a teaching assistant in basic writing and literature classes. After graduation, I moved to Thailand to teach English at Rajabhat Institute, Phetchaburi, a government-run university. Presently, I am employed at Helping American Partnership as a Functional Work English Instructor. I facilitate a core group of 11 adult immigrants and refugees in all aspects of the English language with a focus on workplace and work-related English. In addition, I also conduct a basic computer skills class at night in such topics as Microsoft Word, Excel, PowerPoint, Publisher, and the Internet.

My main objective is to not only to find a job that will use both my skills and experience, but one that is challenging and offers more advancement. I think that I would work well with the students and faculty of Edina Public Schools. I hope I will have the opportunity to prove it. I look forward to meeting with you to discuss the position in more detail. Please call (613) 766-7666 during the day to schedule an interview.

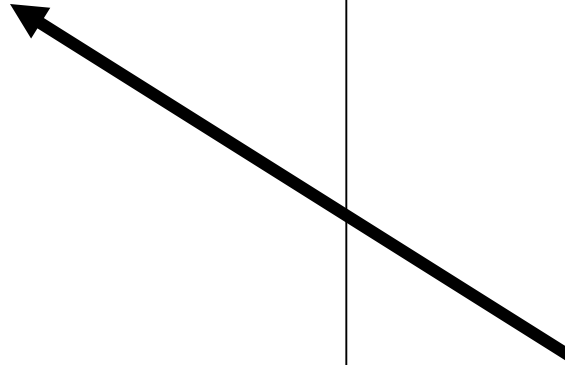
Very truly yours,

Leslie Gardner

Enc. Resume

BUSINESS LETTER FORMAT

Mohammed Ali
924 First Avenue North
St. Louis, MO 57844



Your name and
address are the first
thing on a business
letter.



Business Letter Format

Mohammed Ali
924 First Avenue North
St. Louis, MO 57844

Make two empty lines.

April 1, 2004

Then type the date.



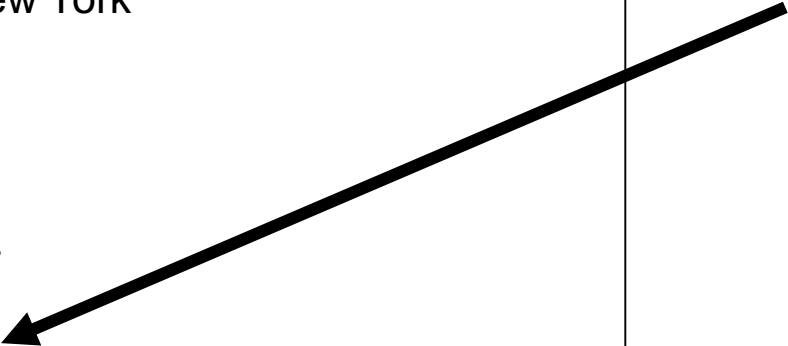
Business Letter Format

Mohammed Ali
924 First Avenue North
St. Louis, New York



April 1, 2004

Jessica Brown
Technology Instructor
Hmong American Partnership
430 North Dale Street
New York

Make two empty lines.



Type the name, title, company, and address of the person you are sending the letter to.



Business Letter Format

April 1, 2004

Jessica Brown
Technology Instructor
Hmong American Partnership
430 North Dale Street
St. Paul, MN 55103

Dear Ms. Brown,

Make one empty line.

Type the greeting.

Use titles such as Dr.
Mr. or Ms. If you don't
know the name of the
person you can type

To Whom it May
Concern:



Business Letter Format

April 1, 2004

Jessica Simpson
Technology Instructor
Hmong American Partnership
430 North Dale Street
St. Paul, MN 55103

Dear Ms. Brown,

I am writing to request.....

Make one empty line.

Type the body of the letter. This is where you give information, ask questions, or tell the person what you think.

Business Letter Format

Dear Ms. Brown,

I am writing to request information about your computer class, Training For Employable Computer Skills. Specifically, I would like to know when the class meets, what topics are covered, and how I can register for the class. Thank you for your time. I look forward to hearing from you soon.

Sincerely,

Make one empty line.



Type the closing.



Business Letter Format

Dear Ms. Brown,

I am writing to request information about your computer class, Training For Employable Computer Skills. Specifically, I would like to know when the class meets, what topics are covered, and how I can register for the class. Thank you for your time. I look forward to hearing from you soon.

Sincerely,

Mohammed Ali

Make 4 empty lines.

Type your name.



Business Letter Format

Dear Ms. Brown,

I am writing to request information about your computer class, Training For Employable Computer Skills. Specifically, I would like to know when the class meets, what topics are covered, and how I can register for the class. Thank you for your time. I look forward to hearing from you soon.

Sincerely,

A handwritten signature in black ink that reads "Mohammed Ali". The signature is stylized with a large initial 'M' and a prominent 'A'.

Mohammed Ali

When you print your letter you will sign right here.



SPACING

**Now you are ready to
type a business letter.
Don't forget about the
spacing.**

2 lines

Mohammed Ali
924 First Avenue North
St. Louis, MO 57844

April 1, 2004

2 lines

Jessica Brown
Technology Instructor
Hmong American Partnership
430 North Dale Street
St. Paul, MN 55103

1 line

Dear Ms. Brown,

1 line

I am writing to request information about your computer class,
Training For Employable Computer Skills. Specifically, I would like
to know when the class meets, what topics are covered, and how I
can register for the class. Thank you for your time. I look forward to
hearing from you soon.

1 line

Yours Sincerely,

4 lines

Mohammed Ali



The points to note about this layout are:

- most business firms use 'headed paper' for letters, with the name of the firm and the address at the top of the letter
- the date is placed in the usual right-hand corner or on the left above the addressee's name and address
- the addressee's name and status in the firm are given and then the full address
- an informal greeting is used, because the writer knows the addressee well
- a 'block' format is being used, so there is no indenting from the edge of the paper



You Should not Include...

- ☐ **Personal Stories**
- ☐ **Awkward Language**
- ☐ **Someone Else's Words**
- ☐ **Irrelevant Experience**
- ☐ **Arrogance**
- ☐ **Wrong Company Name/Wrong Cover Letter**
- ☐ **Cultural Preferences**
- ☐ **Jokes**

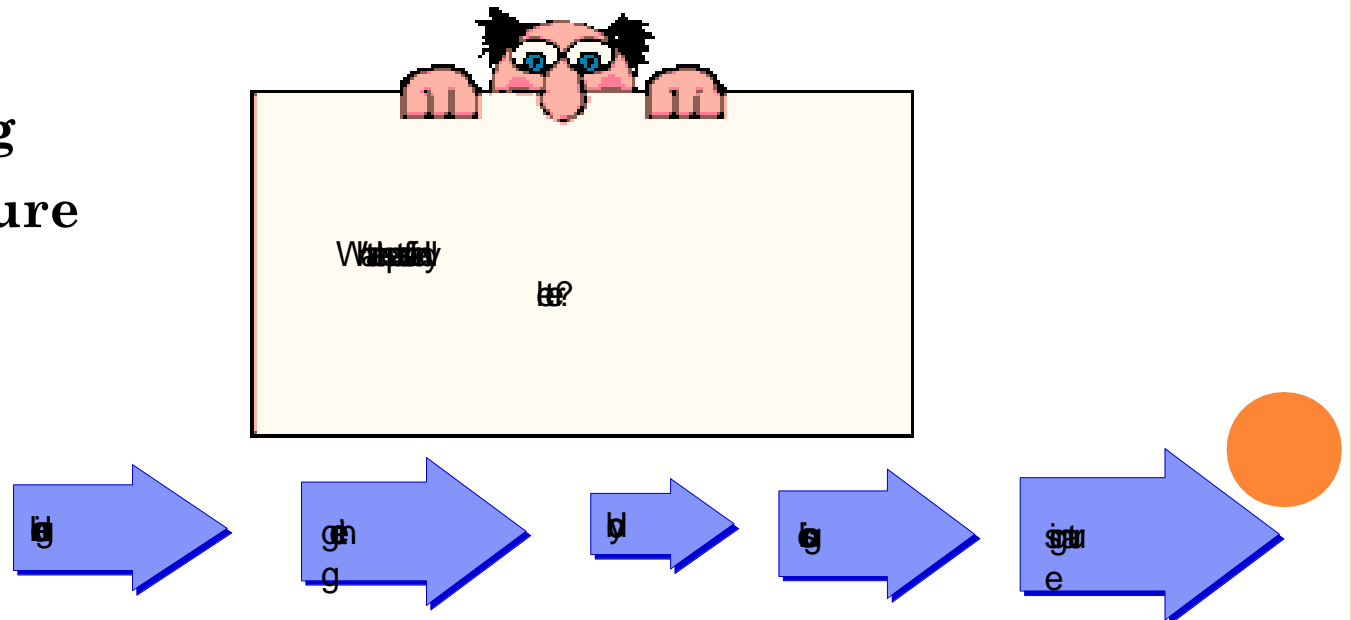


FRIENDLY LETTERS



PARTS OF A FRIENDLY LETTER

- ' A friendly letter has five parts
- ' **The Heading**
- ' **The Salutation (greeting)**
- ' **The Body**
- ' **The Closing**
- ' **The Signature**



THE HEADING

The heading can include your address and the date. In casual, friendly letters your address is not necessary.

508 Rehmat, Street
Jail Road, Lahore
January 5, 2004

Heading



THE SALUTATION (GREETING)



- Dear_____. The blank is for the name of the person you are writing. After you write the person's name you put a comma (,) .

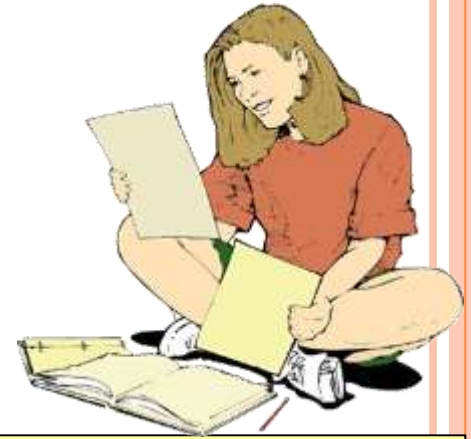
508 Rehmat, Street
Jail Road, Lahore
January 5, 2004

Dear Sameer,

Greeting

THE BODY

The body of the letter is the information you are writing in your letter.

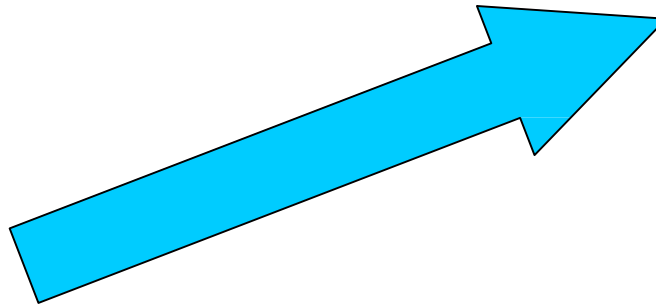


508 Rehmat, Street
Jail Road, Lahore
January 5, 2004

Dear Sameer,

I hope you will be able to come and visit next month. We are planning a special visit to the museum. My mom will call your mom later this week to make all arrangements. Be sure to bring your swimsuit when you come! We're planning an afternoon trip to the lake.

Body



THE CLOSING

The Closing: In the closing the first word is capitalized and you put a comma after the last word.

Some examples of closings are: Sincerely, Your friend, Love, Very truly yours,



508 Rehmat, Street
Jail Road, Lahore
January 5, 2004

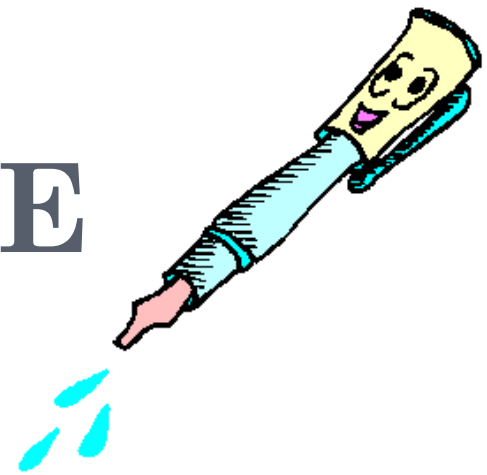
Dear Susan,

I hope you will be able to come and visit next month. We are planning a special visit to the museum. My mom will call your mom later this week to make all arrangements. Be sure to bring your swimsuit when you come! We're planning an afternoon trip to the lake.

Your friend,

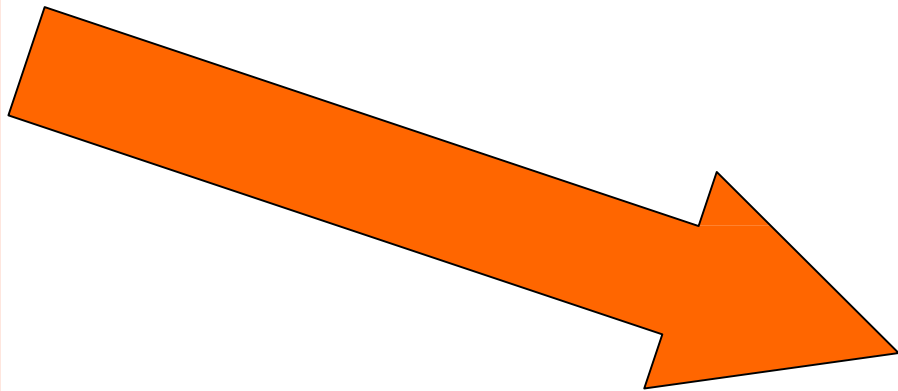
sing

YOUR SIGNATURE



This is your name.
It goes under the
closing.

ture



508 Rehmat, Street
Jail Road, Lahore
January 5, 2004

Dear Sameer,

I hope you will be able to come and visit next month. We are planning a special visit to the museum. My mom will call your mom later this week to make all arrangements. Be sure to bring your swimsuit when you come! We're planning an afternoon trip to the lake.

Your friend,

Ali

311 East Duke Street
Stanley, N.C. 28164
August 15, 2004

Dear Phil,

How has your summer been? Not too hot I hope. Did you get to visit your grandparents? Did you go on your trip to Toronto as you had hope? They say Toronto is a beautiful city.

This is my second season at Camp Bellaire. I just passed my swimming test. Now I can swim out to the raft and also use the boats. To pass I had to jump into the water with my clothes on (as if I had just fallen out of a boat). But finally I swam back to shore. It was tough, but I did it!

I'm looking forward to seeing you soon. There is lots of news to catch up on!

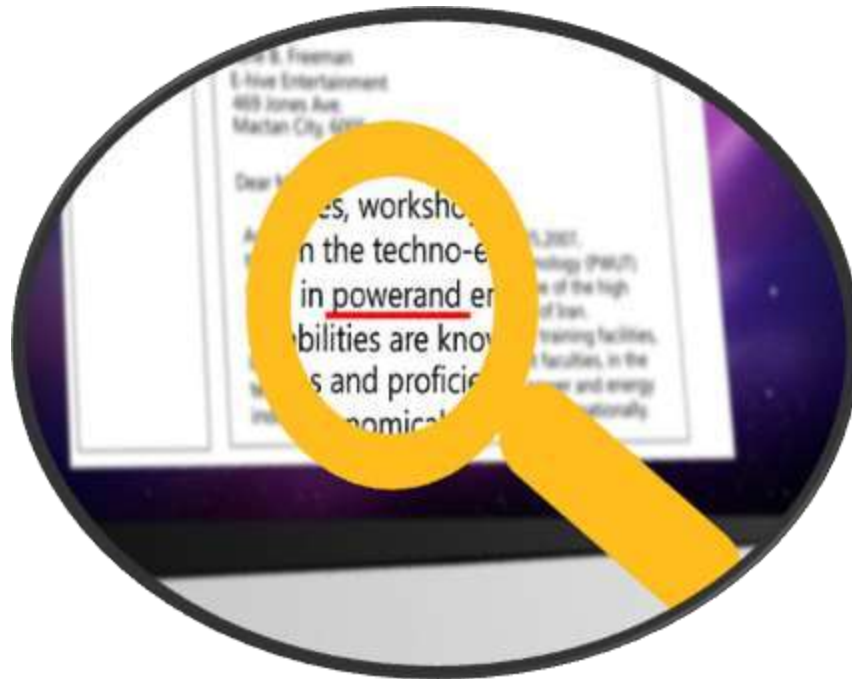
Your friend,

Mike



Proof-read your letter.

Before you send the letter, read over it a few times to make sure it conveys what you wanted to say, and that it's free of spelling or grammatical errors.



COMPLAINT LETTERS' WRITING

- ' The complaint letter should be written in the **business letter format**. When writing a complaint letter you want to keep it short and to the point to help ensure that your letter will be read in its entirety, if you write a seven page complaint letter, it's highly unlikely that someone will sit down and read all seven pages.



65 Market Street
Val Haven, CT 95135

June 30, 2004

Customer Service
Cool Sports, LLC
8423 Green Terrace Road
Asterville, WA 65435

Dear Sir or Madam,

I have recently ordered a new pair of soccer cleats (item #6542951) from your website on June 21. I received the order on June 26. Unfortunately, when I opened it I saw that the cleats were used. The cleats had dirt all over it and there was a small tear in front of the part where the left toe would go. My order number is AF26168156.

To resolve the problem, I would like you to credit my account for the amount charged for my cleats, I have already went out and bought a new pair of cleats at my local sporting goods store so sending another would result in me having two pairs of the same cleats.

Thank you for taking the time to read this letter. I have been a satisfied customer of your company for many years and this is the first time I have encountered a problem. If you need to contact me, you can reach me at (555) 555-5555.



COOL SHIRT

ANY QUESTIONS?

6.5" x 9.25"

BUSINESS LETTER

Heading

Printed Letterhead

Contains

- Name of the organization
- Address with telephone, fax nos.
- and e-mail address
- Company's logo
- References
- Date, Day, Month, Year

Opening

1. Consists of:
2. Name of the person addressed
3. His/her designation
4. The address-
 - (a) Street no. and name
 - (b) City
 - (c) State
 - (d) Pin code
5. The Salutation
6. The subject-
Written either in block letters or underlined

Body

Contains the message

Follow the 6Cs

Be---

- Clear
- Concise
- Consistent
- Complete
- Courteous
- Correct

Closing

Complementary
Close

- If your salutation is by name, Close it with "Yours Sincerely"
- If it is Dear Sir/s Or Dear Madam Close it with "Yours Faithfully"

