

Written Business Communication

Topics :

Business Correspondence Formats – Letters, emails, Cover letters, Thank you letters, Job offer acceptance, Regret letters

Meetings Memos Circulars Notices

General rules for correspondence

All business communication follows a code of conduct. Written communication cannot be isolated and earlier rules apply e.g Direction of communication, purpose of communication – formal, hierarchy etc.

Draw letter format

Draw email format

Discussion on usage of terms as per purpose and hierarchy.

Memos format

Circular format

Notices

Meeting reports – Minutes of the meeting MoM (Prepare an Agenda)

Minutes of the Meeting – Report of the meeting

The Minutes of the Meeting (MoM) must include the following

- Name of the company
- Date
- Topic
- Attendees
- **Absentees with reason**
- Chairperson

The report /MoM must include these ->Elements of Minutes of the Meeting

- o Agenda
- o Topics/Issues raised
- o Suggestions
- o Decisions
- o Future meetings /follow-up

General rules for all business correspondence.

This is irrespective of letters, circulars, emails etc. The protocol remains the same in terms of format, politeness, presentability, clarity, conciseness. Use all the aspects of all the types of communication and put this topic together.

Business correspondence refers to written communication between individuals or organizations in a business setting. This can include a variety of different forms of communication such as letters, emails, memos, and reports. Some rules of business correspondence include:

If you think of a letter/email format in your mind, you can list the following points.

- i. **Professional tone:** Business correspondence should be written in a professional and formal tone, using appropriate language and grammar.
- ii. **Clear and concise language:** Business correspondence should be written clearly and concisely, using simple and direct language to effectively convey the intended message.
- iii. **Specific purpose:** Each piece of business correspondence should have a specific purpose or objective, such as providing information, making a request, or proposing a solution.
- iv. **Proper formatting:** Business correspondence should be formatted correctly, with a clear and organized layout. This can include the use of headings, bullet points, or numbered lists to make the information easy to read and understand.

- v. **Personalization:** Business correspondence should be personalized, with the recipient's name, company and address, this will give the correspondence a more professional touch.
- vi. **Attention to detail:** Business correspondence should be checked for accuracy and completeness, to ensure that all necessary information is included and that there are no errors or mistakes.
- vii. **Timeliness:** Business correspondence should be sent or replied to in a timely manner, to maintain good business relationships and ensure that important information is received and acted upon in a timely manner.
- viii. **Confidentiality:** Some business correspondence may contain sensitive or confidential information, and should be handled and distributed accordingly to ensure that it is only shared with authorized personnel.
- ix. **Compliance:** Business correspondence should comply with all relevant laws, regulations and industry standards.
- x. **Signature of the sender:** Business correspondence should include the signature of the sender, which gives the correspondence an official touch and serves as proof of communication.
- xi. **Customizing the correspondence:** The correspondence should be tailored according to the recipient, the purpose and the context of the correspondence.
- xii. **Use of proper salutation and closing:** The correspondence should start with a proper salutation, such as "Dear" or "Hello" and should be closed with a proper closing, such as "Sincerely" or "Best regards".
- xiii. **Using a professional email signature:** A professional email signature should be used, that includes the sender's name, title, phone number and email address.
- xiv. **Proofreading:** The correspondence should be proofread before sending it, to avoid any errors or mistakes.

Remember as many of these points. You can club some of them but retain the overall importance of the aspects. The aspects are related to for example , the way we studied letters-

Addressing, signing off, salutations, subject, purpose, etc.

Guidelines for basic cover letters.

This topic is also similar to the above, in terms of courtesies etc. But here the **purpose is specific,** so gather your thoughts properly.

A cover letter is a document that accompanies a resume or job application, and it is an important tool for introducing yourself to a potential employer. The following are some guidelines for writing a basic cover letter:

- **Tailor your letter to the specific job and company:** Your cover letter should be tailored to the specific job and company you are applying for. Research the company and the job position and use specific details to show how your skills and experience align with the requirements of the position.
- **Keep it concise:** Cover letters should be brief and to the point. Aim for one page or less and use clear, concise language to make your point.
- **Show enthusiasm:** Use your cover letter to showcase your enthusiasm for the job and the company. Explain why you are interested in the position and why you would be a good fit for the company.
- **Highlight your relevant qualifications:** Use your cover letter to highlight your relevant qualifications and experience, and how they align with the requirements of the position.
- **Use specific examples:** Use specific examples from your experience to demonstrate how you have applied your skills and qualifications in the past.

- **Personalize the letter:** Use the recipient's name and address the letter to a specific person, rather than using a generic salutation.
- **Check for errors:** It is important to proofread your cover letter for any errors or mistakes before submitting it.
- **Use a proper format:** Use a proper format for the cover letter, including the address, date, salutation, body, closing, and signature.
- **Use a professional email signature:** Use a professional email signature that includes your name, title, phone number and email address.
- **Keep it relevant:** Keep the cover letter relevant and don't include any irrelevant information that might distract the employer from the main objective.

Guidelines for **thank you** letters

We should not write or say thank you in a mechanical way for the sake of it. The other person must feel that we have paid attention to him and are specifically thanking him for what he has done and what we have gained.

Some of the rules and protocols of letters remain the same for all correspondence.
In addition :

- i. **Send it promptly:** Send the letter as soon as possible, ideally within 24 hours of the interaction.
- ii. **Personalize the letter:** Address the person by name and include specific details about what you appreciated and how it helped you.

- iii. **Be sincere:** Express your genuine gratitude and appreciation for the person's time and assistance.
- iv. **Be professional:** Use a formal tone and format, and proofread for grammar and spelling errors.
- v. **Mention the next step:** If you are expecting any further communication or actions, indicate that in the letter.
- vi. Keep it **brief** and to the point
- vii. Use the correct **format**, whether it is an email or a physical letter
- viii. Use a **professional email signature**
- ix. Show that you have taken something from the interaction, and **express** what you have learned or **gained**.
- x. If possible, mention a **specific** thing you learned or enjoyed during the interaction.
- xi. If appropriate, include your contact information for future reference.
- xii. Use the thank-you letter as an **opportunity** to reiterate your interest in the opportunity or to mention any information that you may have forgotten during the interview.

Formats for letters, emails, & memos.

Based on all the above you should be able to draft letters, emails, memos, know their formats, write letter to ask for something, letter for jobs, interviews almost anything.

Draw diagrams & explain differences and common factors.



MEMO

To: [Audience]

From: [Person and/or Department issuing the memo]

Date: [Date Sent]

Subject: [Subject of the Memo]

[Opening – Get to the point in the opening paragraph. Keep things simple and short. Make it easy and fast to read.]

[Summary – Summarize any historical or contextual information needed to support the opening paragraph.]

[Conclusion – End with a call to action.]

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**483 Taylor Street
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February 10, 2021

John Smith
123 Rhetoric Lane
Saskatoon, SK S7N 0NO

Dear John:

Re: Your subscription

I am writing to apologize. It came to our attention recently that we accidentally allowed your *Modern Communication* subscription to lapse, even though you are generously continuing to support us with your monthly donations. The problem has been fixed and enclosed are the issues you missed.

If there is anything we can do to make it up to you (a free gift subscription? Extra copies of any back issues?), please let us know. If you know someone who might enjoy *Modern Communication*, I'd be happy to set them up with a free year-long subscription on your behalf. Just send me the name and address of the lucky recipient.

Sincere apologies for the mistake. Please don't hesitate to get in touch if ever you have questions, concerns, or feedback.

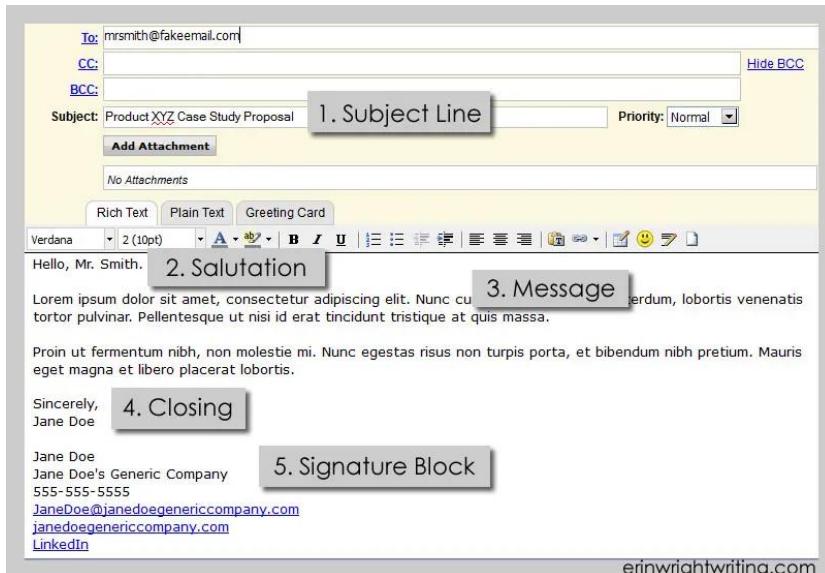
Respectfully,

Jill Jackson
Publisher

The above is a sample of the format. You can draw it anyway, but indicate all parameters with importance – date , addressed to, sub, etc

Email –

Sample and parameters



Explain each parameter, importance, formality etc. differences of each, all done in class.