Writing file

Letters

Salutation

Dear Sirs (BE) / Gentlemen (AE) if you are writing to a company or

organisation

Dear Sir / Madam

if you know the position, but not

the name

Dear (name) if you know the person's name

Common titles

Mr for men

Mrs for married women

Miss for unmarried women

Ms for women if you don't know,

or prefer not to specify,

marital status

Common abbreviations

Re. regarding

pp (on behalf of) when you sign

the letter for someone else

encs. documents are enclosed with

the letter

Endings

Yours sincerely

if you know the person's name

Yours faithfully (not used in AE)

if you do not know the person's name

Sign the letter, then print your name and position under your signature.

Letters to strangers often begin with an explanation of the reason for writing. For instance, Dear X, I am writing to ask...

FAR EASTERN AIRWAYS COMPANY LIMITED

Regent House, 5th Floor 12/16 Haymarket London W1V 5BX Administration: 020 7285 9981 Reservations: 020 7564 0930 Fax: 020 7285 9984

15 February 2011

Mr Roberto García Universal Imports

28 Whitechapel Court

London E10 7NB

Dear Mr García

Re: Roxanna Garbey

Roxanna Garbey has been accepted for a position as Passenger Service Agent with Far Eastern Airways at Gatwick Airport.

In order for Roxanna to work at Gatwick, she must have a special pass which would permit her to visit high-security areas. She has given your name as a reference.

I would appreciate it if you could complete the enclosed form and return it to us as quickly as possible. She is due to start work with us on 15 March, but can only do so after we receive your reference.

Thank you for your cooperation. I enclose a stamped addressed envelope.

Yours sincerely

JY Dent

J. P. Dent

Personnel Manager

In AE common endings are:

Sincerely Sincerely yours Yours truly

Followed by a comma

Press releases

The aim of a press release is to draw a forthcoming event to the attention of the people who choose what is reported in the media. For commercial events like product launches, public relations agencies are often used to ensure good coverage in the relevant sections of the media.

Note that it's important to provide a contact name and address for further information.

Press release

For: Business editors, national press; motoring press

Release date: 26 October

Subject: Revolutionary new car to be unveiled at Motor Show

After weeks of rumour and speculation, ITS will unveil their revolutionary new concept car at the Tokyo Motor Show on 3 November. The vehicle requires very small amounts of petrol and instead uses a combination of solar energy and hydrogen to power it. Massive public interest is expected in this vehicle of the future.

For more information, contact: Sarah Wells, High Profile Communications sarah@hpc-centre.com

E-mails

Be careful to type in all e-mail addresses accurately.

Bcc means 'blind copy' (a copy will be sent to this person, but other people will not know this).

To: tom.hunt@promoworld.com

From: Harry King

Cc: mary.fowler@audiovision.com

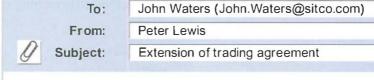
Claudia.stahnke@audiovision.com

Friday's meeting

Tom

Just to confirm that we will be able to attend the meeting next Friday. I'll be with our Sales Director, Mary Fowler.

Harry



This style of e-mail is similar to a standard business letter. The ending can be the less formal *Best wishes* or *Best regards* or the more formal *Yours sincerely*, depending on how well the writer knows the recipient.

Dear Mr Waters

It was very good to see you again at our meeting in Paris on 16 July. I hope you had a safe journey home afterwards.

We agreed that your company will continue to represent us and to promote the full range of our services throughout Europe, the Middle East and North Africa for three years, with effect from 1 August. During this period, we expect to see an increase of at least 15% in the value of business we do in this region.

Full details of the payment we will make and the expenses we will cover are included in the attached agreement. Can you please check this and, if all is in order, sign and return one copy of the agreement to me.

We look forward to continuing to develop our business in the region in association with yourselves.

Best wishes
Peter Lewis
Managing Director
Mesnik Professional Services
397 City Lane
London EC2 3RW