

Business Letters – ABC FORMAT

POSITIVE	NEGATIVE
<ul style="list-style-type: none"> ■ ABSTRACT: Puts correspondence in the context of an ongoing professional relationship by referring to previous communication related to the subject <ul style="list-style-type: none"> ■ Clear statement of good news you have to report ■ BODY: Supporting data for main point mentioned in abstract <ul style="list-style-type: none"> ■ Clarification of any questions reader may have ■ Qualification, if any, of the good news ■ CONCLUSION: Statement of eagerness to continue relationship, complete project, etc. <ul style="list-style-type: none"> ■ Clear statement, if appropriate, of what step should come next 	<ul style="list-style-type: none"> ■ ABSTRACT: Puts correspondence in the context of an ongoing professional relationship by referring to previous communication related to the subject <ul style="list-style-type: none"> ■ General statement of purpose or appreciation—in an effort to find common bond or area of agreement ■ BODY: Strong emphasis on what can be done, when possible <ul style="list-style-type: none"> ■ Buffered yet clear statement of what cannot be done, with clear statement of reasons for negative news ■ Facts that support your views ■ CONCLUSION: Closing remarks that express interest in continued association <ul style="list-style-type: none"> ■ Statement, if appropriate, of what will happen next
NEUTRAL	PERSUASIVE
<ul style="list-style-type: none"> ■ ABSTRACT Puts correspondence in the context of an ongoing professional relationship by referring to previous communication related to the subject <ul style="list-style-type: none"> ■ Precise purpose of correspondence (e.g., request, invitation, information about new procedure) ■ BODY: Details that support the purpose statement (e.g., a description of items requested, the requirements related to the invitation, a description of changes in procedure) ■ CONCLUSION: Statement of appreciation <ul style="list-style-type: none"> ■ Description of actions that should occur next 	<p>ABSTRACT: Puts correspondence in the context of an ongoing professional relationship by referring to previous communication related to the subject. Identifies problem or issue to be addressed</p> <ul style="list-style-type: none"> ■ Focuses on how the information in the correspondence will help the reader <p>BODY: Puts strongest points first or last, to emphasize them for the reader.</p> <ul style="list-style-type: none"> ■ Clear explanation of steps to be taken ■ Emphasis on benefit to the reader ■ Reference to any attachments <p>CONCLUSION: Summary of actions requested, with emphasis on the benefit to the reader</p> <ul style="list-style-type: none"> ■ Statement of what will happen next ■ Offer of further explanation or future contact