

# Business letters

## 7cs of letter writing

Clarity

Conciseness

Correctness

Courtesy

Cordiality

Conviction

Completeness

# Purpose

- To inform
- To enquire
- To request
- To complain
- To sell a product, service, or scheme
- To congratulate
- To order
- To collect dues
- To make an adjustment
- To apply for a job

# Structure

- Standard elements

Headlines

Dateline

Inside address

Salutation

Message

Complimentary close

Signature block

# Additional elements

- Addressee notation
- Attention line
- Subject line
- Reference initials
- Enclosure notation
- Copy notation
- Mailing notation
- Postscript

# Layout

- Block layout
- Modified layout

# Principles

- Use the 'you' attitude
- Be clear & concise
- Be correct & complete
- Emphasize the positive
- Be courteous & considerate

# Example of you sentences with 'you' attitude

We/matter –of-fact attitude	'You' attitude
We are happy to receive your request for the electric car.	Thank you for your request for the electric car.
We are pleased to announce our new insurance scheme.	Now you can avail our new insurance scheme.
We regret that the goods didn't reach the buyer in time.	We regret that you could not receive your goods in time

# Examples when not to use 'You' attitude

'you' attitude	Impersonal attitude
Your indifferent attitude has caused this problem.	A little more care could have avoided this problem.
You failed to respond to the email on time.	The mail was not responded to on time.
You have not connected the phone yet	The phone has not been connected properly.



# Examples of correctness & completeness

- ‘Send your payment as soon as possible’.
- Does not give the correct information( mode of payment, name of the company on records, does not specify the time deadline.)
- We need a large office.
- Does not define the location, size, furnished , non furnished , preferred floor etc )
- The term correctness refers to accuracy or precision and
- Completeness refers to thoroughness or giving all the required details.
- To be correct & complete one has to understand the purpose of the letter & convey it clearly.

# Guidelines in writing a letter or email

- Use evaluative & factual words rather than abstract & general expressions
- Use unambiguous words/phrases
- Proofread the message.
- Check whether all queries has been raised or answered & all the details provided.
- Use positive approach while writing. Positive words are always best to achieve your goal.

# Emails

- Advantages
  - Communicate quickly
  - Easy to send messages to multiple recipient in one click.
  - It allows one to maintain the mailing list.
  - Thousands of email messages can be stored & saved.
  - Emails can be marked with high, medium or low priority.
- Disadvantages
  - Emails are insecure as it is editable.
  - Emails can not retracted. Once the send button is pressed you can not bring it back.
  - We can receive too much or unwanted emails.
  - We may not know the person with whom we are communicating.

# Email etiquette

- Answer swiftly
- Do not overuse, reply all
- Use templates for frequently used responses
- Use proper structure & layout
- Identify yourself and the topic
- Answer all the questions asked
- Be concise to the point
- Use proper grammar, spelling and punctuations
- Do not write in capitals
- Do not attach unnecessarily heavy files
- Be careful with formatting
- Do not use emoticons
- Avoid using Urgent and Important

# Tips for email effectiveness

- Write a meaningful subject line
- Keep the message focused & readable
- Identify & introduce yourself clearly
- Be kind
- Proofread
- Do not assume privacy
- Distinguish between formal & in formal situations.
- Respond promptly
- Show respect & restraint

# Power of handwritten notes

- Hand written notes are more memorable( letters, memos, applications,
- They are long-lasting than digital counterparts.
- They also demonstrate deeper personal investment from the letter writer.
- Writing notes will improve your health, help you sleep ,reduce anxiety , and give you better quality of life.

# Occasions for handwritten notes

- Thank you
- Sorry
- Congratulations
- Condolences
- Love holiday