

Writing a business letter

COMMUNICATION

LEVEL
Upper-intermediate

NUMBER
EN_BE_3215X

LANGUAGE
English

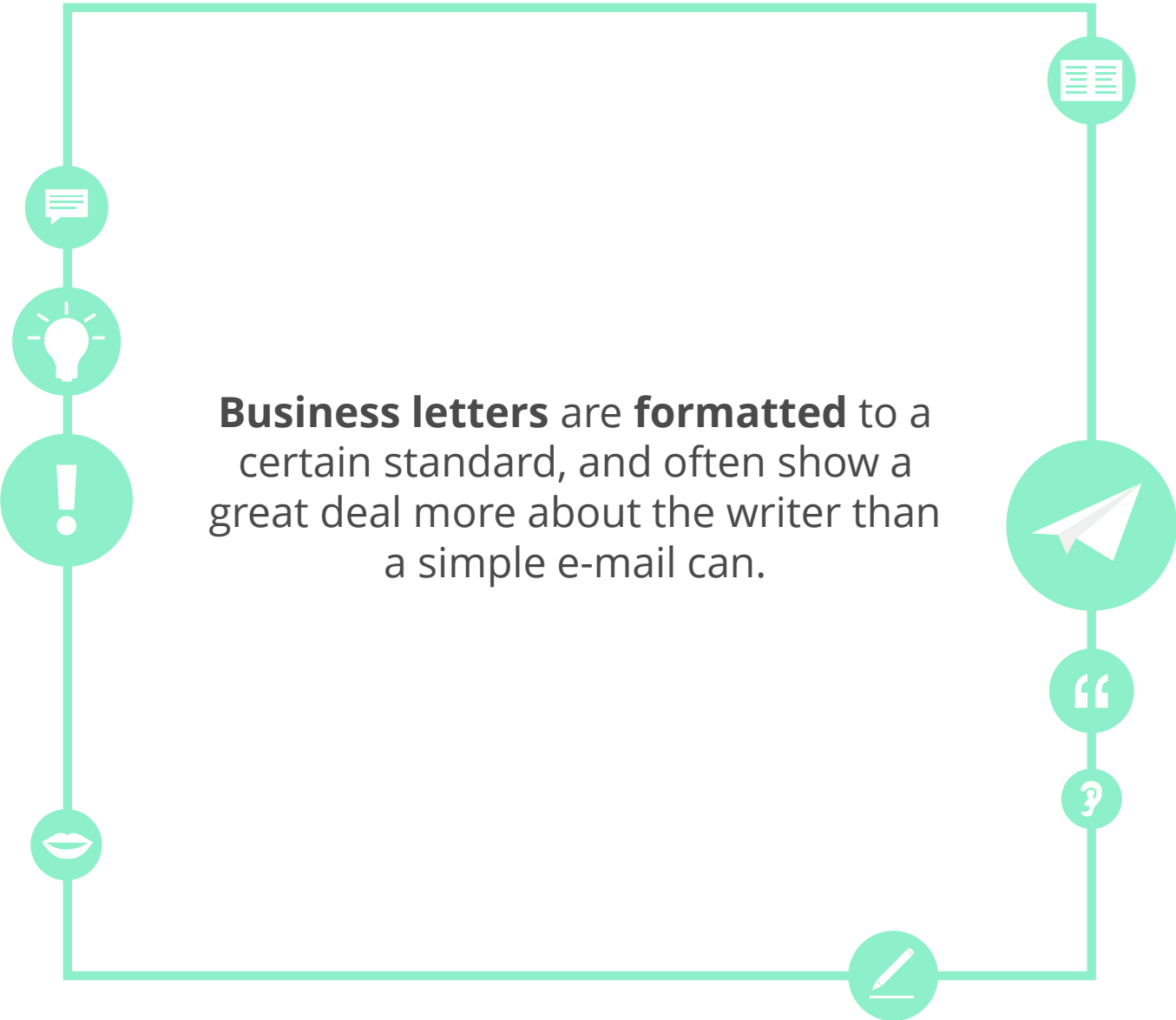




Goals

- Can recognise and understand the key aspects of writing in a formal business register
- Can read and write samples of different types of business letters



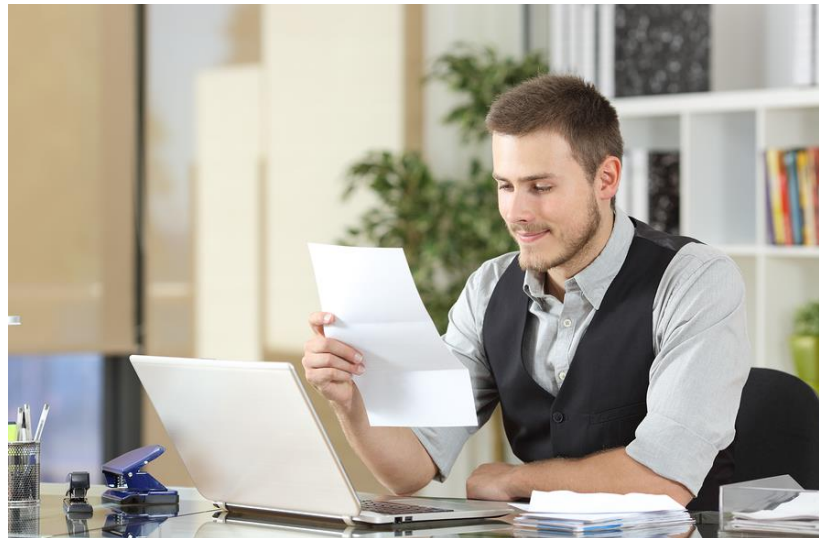


Business letters are **formatted** to a certain standard, and often show a great deal more about the writer than a simple e-mail can.



Preview and warm-up

- In this lesson you are going to learn about **different types** of **business letters** and how to **write** them.



It's a pleasure to receive a letter.



Why write a letter?

- Despite how **commonplace** technology is these days, physical **letters** still have a place.

- **Letters are tangible:** a CEO holding your application letter in their hand will remember you more easily.

- **Letters are a novelty:** people get 100s of e-mails a week but few letters.



- Can you add any **more reasons**?



Types of business letters

- There are lots of different **types of business letters**.
- Some of them are listed below.

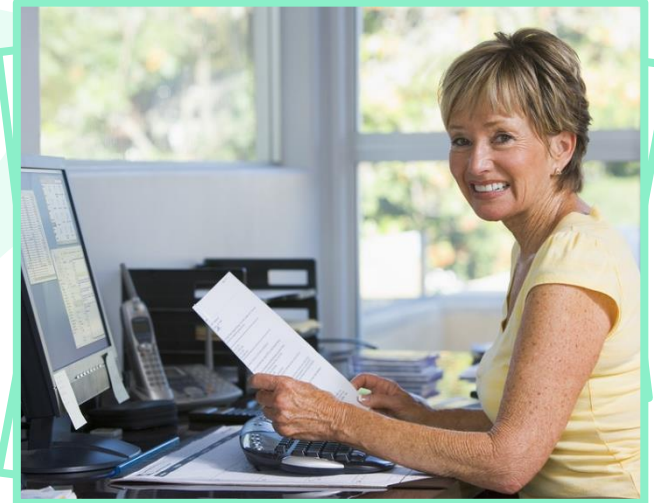
| | |
|--------------------------------|--|
| job application letters | Provide details about your skills and experience at work. |
| sales letters | Have the purpose of selling something to the reader. |
| letters of complaint | Sent when something goes wrong and you request action from a business. |
| order letters | Sent when you want to buy a product or order services. |
| enquiry letters | Sent to request information from a business. |



Types of business letters

**Which types of
letters on the
previous page
have you written?**

**Why did you write
them?**





Writing a business letter

- The way a letter is written tells the **recipient** a lot about the **sender**.
- It is therefore especially important that **business letters** are **well-written** and **correctly formatted**.



G'day mate, how's it goin'?



Writing a business letter

- **Business letters** follow a specific **format**.
- Look below at where the **addresses** and **dates** should be placed on a letter.

| | |
|---|------------------|
| sender's name and address | top-right corner |
| recipient's name and address | left-hand side |
| date | right-hand side |
| references or title of letter (if applicable) | left-hand side |



I need to make sure the address is correct so the recipient can write a reply.



Writing a business letter

- Now you can write the letter itself. Follow the **structure** below.
- The text of the letter should be **aligned left**.

| | |
|--------------------|--------------------|
| salutation | Dear Mr Jones |
| opening | I am writing... |
| main body | --- |
| closing | Yours sincerely... |
| signature | --- |
| name and job title | Peter Markham, CEO |





Format of a business letter

**Is the formatting of this letter correct?
Make changes according to the advice on the previous pages.**

Jane Sullivan
27 Oldham Street
Manchester
M3 5CD
25.04.18

Jeremy Dobbs
Post Office Cottage
Bristol
B27 5YT

Order reference A1234

Dear Mr Dobbs...



Format of a business letter

Now imagine you are writing a letter to the managing director or CEO of the company you work for.

Write the beginning of the letter (sender's name and address, recipient's name and address, date, reference/title, salutation).

A rectangular box containing horizontal lines for writing the beginning of a business letter. The lines are arranged as follows: a single line on the right side (top right), followed by a single line on the left side (middle left), then a block of seven lines on the left side (middle left), followed by a single line on the left side (bottom left), and finally a single line on the left side (bottom left).



Speaking

Is the **format** of a **business letter** the same or different in your country?

Are you taught to write these types of letter at **school**?





Vocabulary for business letters

- Here are some **phrases** that you can use when writing **business letters**.

salutation

Dear Sir/Madam

Dear...

To whom it may concern

opening

I am writing to enquire about...

I am writing to express (my) interest in...

I am writing to inform you that...



Ladies and gentlemen...



- When you know the **recipient's name**, use **Mr** for a man and **Mrs, Miss** or **Ms** for a woman along with their surname.
- **To whom it may concern** is often used on job applications.



Dear Ms Allen...



Vocabulary for business letters

- Here are some more phrases you can use in the remaining parts of the **business letter**.

end of main body

I look forward to your reply.

I look forward to hearing from you.

Please do not hesitate to contact me
if you require any further
information.

Thank you in advance.

closing

Yours sincerely
(used with a name)

Yours faithfully
(used with Sir/Madam)



Fill in the gaps

_____ Ms Turner,

I am writing to _____ about the advertisement placed in Wednesday's paper.

I look _____ to hearing from you soon.

Yours _____,

[signature]

David Jones, CEO



Formal English

- **Business letters** require the use of **formal** English.
- Look at the boxes below for advice on **what to avoid**.

- Do not use **contractions**:

Write **do not**
instead of **don't**.

- Do not use **abbreviations**:

Write **information**
instead of **info**.

- Try not to use **phrasal verbs**:

Write **visit** instead
of **drop in**.



Formal English

- Here are some more examples of things to bear in mind when **writing a formal letter**.

- Don't use informal **intensifiers**:

Write **extremely**
instead of **really**.

- Avoid **ellipsis**:

Write **I hope to
hear from you**
instead of **hope to
hear from you.**

- Avoid **informal words**:

Use **thank you**
and **all right**
instead of **thanks**
and **OK**.



Transform the sentences from informal to formal

1. I was really pleased to receive your letter.



I was extremely pleased to receive your letter.

2. Thanks in advance for your reply.



3. I'm writing to ask about...



4. I'll give you a bell with more info.



5. Speak to you soon.





Circle any mistakes you see in this business letter (1/2)

Mary Smith
3 The Lane
Birmingham
B32 4DF

Faye Dean
226 Water Road
Aberdeen
A48 9UY

19th July 2018

Hi Faye,

I'm writing to get some info about the bath products that your company is selling.



Business letter example (2/2)

I'd like to stock some of the products at my own company and I was wondering if you'd be up for some cooperation.

I'm really looking forward to hearing from you, so write back ASAP!

Yours faithfully,

Mary Smith

Check with your teacher if you managed to find all of the mistakes.



Rewrite the letter

Now rewrite the letter on the previous two pages in the correct format and level of formality.

A large rectangular box with a thin black border, containing several horizontal lines for writing. The lines are arranged in a way that suggests a letter format, with a short line at the top right, a longer line below it, and several more lines in the center. There are also short lines at the bottom left and bottom right.



Writing

You are going to write your own letter of enquiry to a business which sells party supplies. You need a large amount of supplies for a 30th birthday you are throwing next week.

Plan your letter below.

Yours sincerely

writing to
enquire...





Write your letter

Now write your letter.

When you have finished, show it to your teacher or one of your classmates and have them check for any errors in word usage, formatting or formality.



Reflect on the goals

Go back to the second slide of the lesson and check if you have achieved all the goals of the lesson.

yes

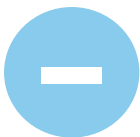
no





Reflect on this lesson

Think about everything you have seen in this lesson.
What were the most difficult activities or words? The easiest?



If you have time, go over
the most difficult slides again



Answer key (1/3)

Exercise p. 11

Sender's address should be in top-right corner.
Recipient's address should be on the left-hand side.
Date should come after the recipient's address and be on the right-hand side.
The reference of the letter should be aligned to the left.

Jane Sullivan
27 Oldham Street
Manchester
M3 5CD

25.04.2018

Jeremy Dobbs
Post Office Cottage
Bristol
B27 5YT

Order reference A1234
Dear Mr Dobbs...

Exercise p. 17

Dear, enquire, forward, sincerely



Answer key (2/3)

Exercise p. 20

2. Thank you in advance for your reply. 3. I am writing to enquire about..., 4. I will call you with more information. 5. I will speak to you soon.

Exercise p. 21-22

Hi Faye,

I'm writing to get some **info** about the bath products that your company is selling. I'd like to stock some of the products at my own company and I was wondering if **you'd be up for** some cooperation.

I'm really looking forward to hearing from you, **so write back ASAP!**

Yours **faithfully**,
Mary Smith



Answer key (3/3)

Exercise p. 23

Potential rewritten version:

Dear Ms Dean,

I am writing to get some **information** about the bath products that your company is selling.

OR

I am writing to **enquire about** the bath products that your company is selling.

I **would** like to stock some of the products at my own company and I was wondering if you **would be willing to cooperate**.

I look forward to your reply, and would greatly appreciate a prompt reply.

Yours **sincerely**,

[signature]

Mary Smith





Fill in the gaps of this business letter

_____ Sir/Madam,

I am writing to _____ interest in the open day you advertised in the *Daily News*. I would be grateful if you could send me the application package.

I _____ forward to your reply.
Thank you in _____.

Yours _____,

Don Brewer





Writing

**Write another business letter on any topic you choose.
Make sure to include some of the phrases from the lesson and
include the addresses and dates.**

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Homework answer key

Exercise p. 32

Dear, express, look, advance, faithfully



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