

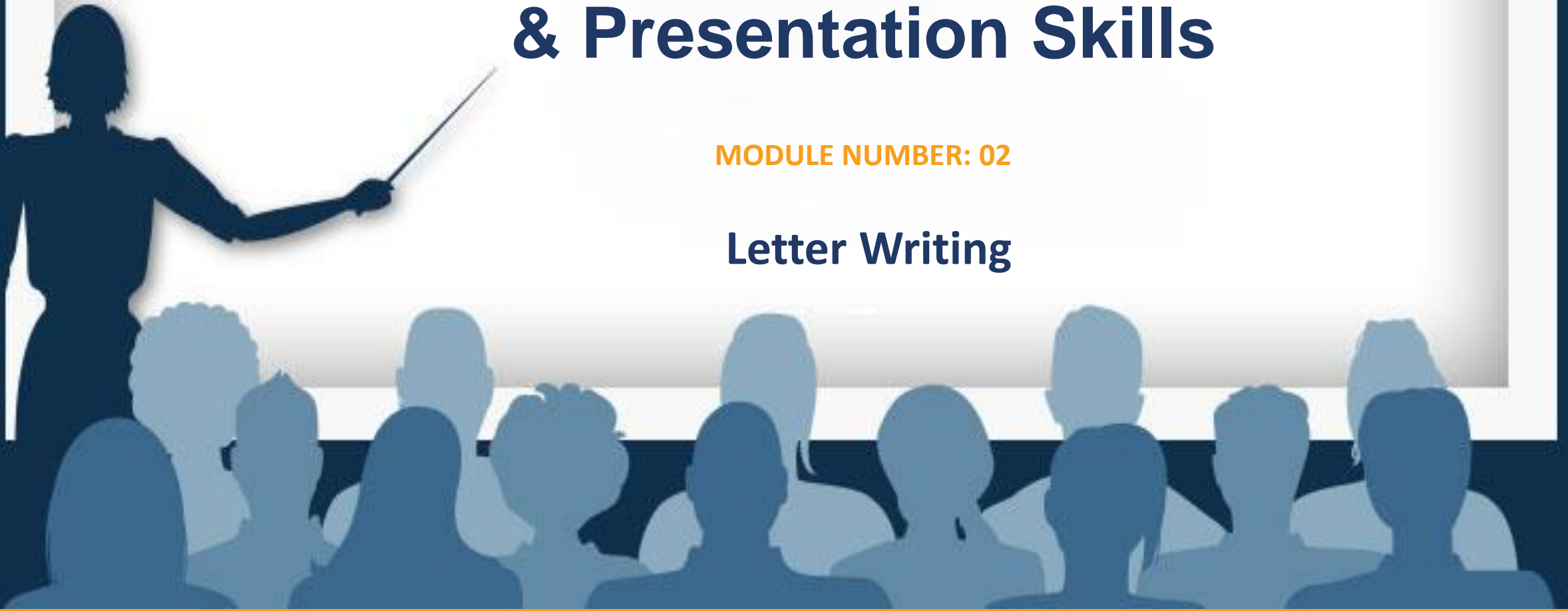
# SOFT SKILLS AND APTITUDE



# Business Communication & Presentation Skills

MODULE NUMBER: 02

Letter Writing





## OBJECTIVES

1

Identify the structure and layout of a letter

2

Apply the principle of AIDA in letter writing

3

Compare the different types of letters



## Table of Contents



Structure & Planning



AIDA



Types of Letters

- Leave letter
- Cover Letter
- Application Letter
- Letter requesting internship
- Persuasive Writing

# Introduction

1. Letter writing is an important part of communication. Letters are written for various purposes. Students too will write various types of letters as part of their academic and professional life. These letters are explored in detail here.
2. Organisations correspond with employees, clients, vendors, etc., on a regular basis and every communication sent out is vital and serves as a record for future reference. Since it serves as a record it must be complete in all respects, error free and have a professional outlook.



Letters are written to convey information, to seek permission, or to request something. Letters can be:

## Formal/Official

These letters are official communication and include applications, letters to the government, letters to officials, letters to the editor, communication between two departments/agencies, etc.

**E.g.:** Reference letter, termination letter, recommendation letter, etc.

## Informal

These are letters that are written to acquaintances, relatives and friends. They are also known as personal or social letters.

**E.g.:** Invitations to social occasions, lunch/dinner, etc.

## Business

These letters are used for the purpose of communication in business between firms, traders, companies, etc.

Claim letters, Orders, Adjustment letters, etc.

# Structure and Planning

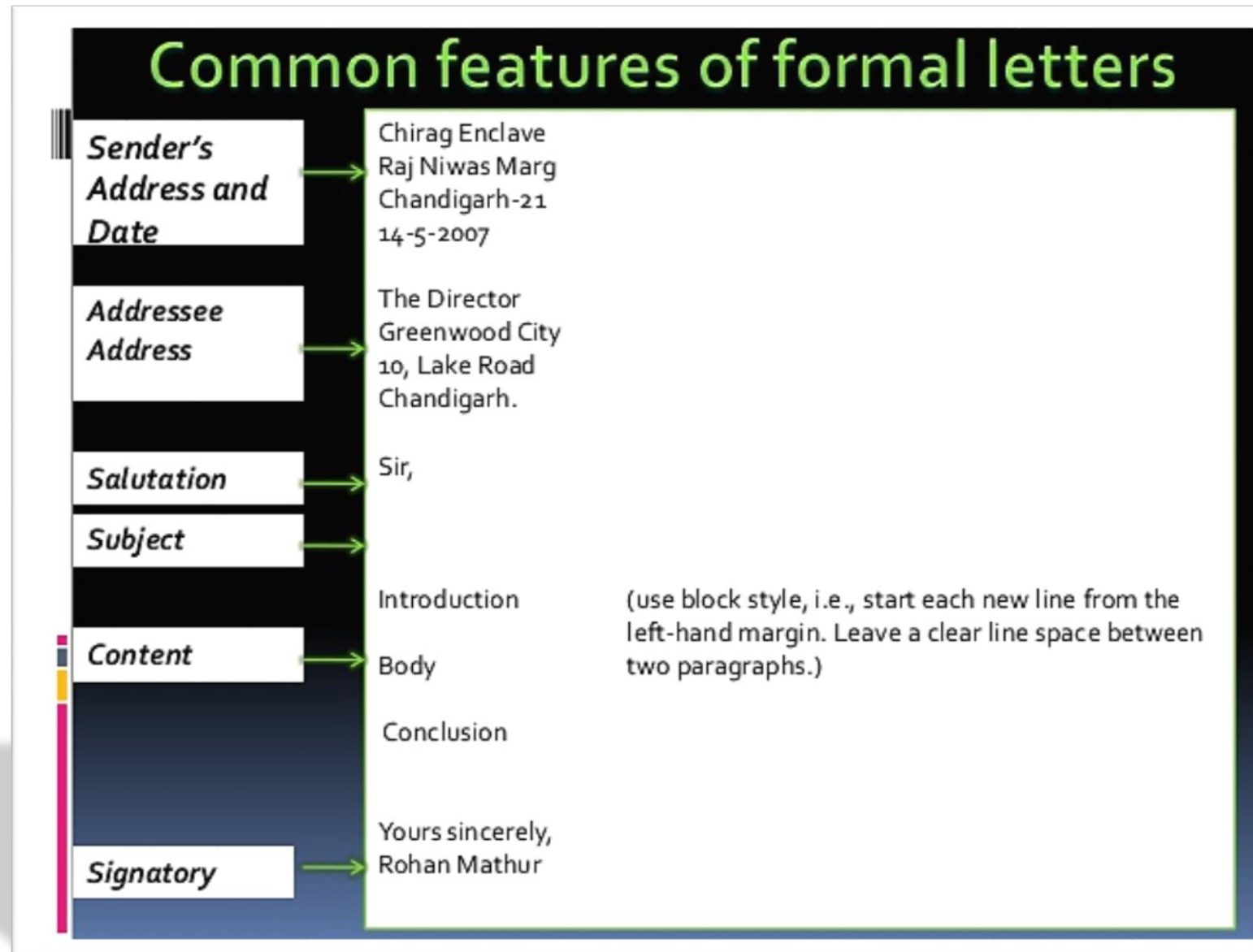
A letter follows a layout and has a predefined placement of its elements which are:

- Heading and Date
- Inside address
- Salutation or greeting
- Body
- Conclusion
- Subscription/Closing
- Signature
- Enclosures (if any)

The diagram illustrates the structure of a letter with the following elements and callouts:

- Heading** → is the address of the writer. It also includes the date the letter was written.  
61 Mopan Street
- Inside Address** → tells to whom and where the letter will be sent  
San Jose Village  
Orange Walk District
- Salutation/** → or greeting is punctuated with a colon.  
April 17, 2015  
The Manager  
S P Warehouse  
12 Progress Street  
Orange Walk Town  
Belize, Central America  
Dear Sir/Madam:
- Body** → states the writer's purpose and answers all the prompts. Usually three paragraphs.  
I write to you on behalf of our school, Solomon's S.D.A. School. We have seen the need to open a kitchen to help serve our children. We notice that your firm is very community minded. So, Sir/Madam, we are asking if you could donate a large gas tank to help us make our kitchen a reality for April of this year. This kitchen will help us feed 50 children everyday Monday's through Thursday's. Your assistance will be highly appreciated.  
Please feel free to call me at 662- 5479 or you can get in touch with me at the address above.
- Conclusion**  
Thank you for your time and attention.
- Closing** → A comma is used after the closing. "Sincerely" is also a common closing.  
Respectfully,
- Signature** → Sign and print name of person writing the letter  
*John Brown*  
John Brown  
P.T.A. President







Take a look at the different elements of a letter and how they can be written:

1. **Heading and date** – The heading contains the sender's address. It is written on the top left hand corner of the letter. The letter begins with the heading.

63, Geeta Colony Delhi-160032	
June 12, 2010	12 <sup>th</sup> June 2010

The date can be written in several ways such as: 31 March 2017, 31-03-17, 31-03-2017, 1/31/17, 03-31-2017, March 31, 2017, etc. It is written at the top left hand of the letter below the heading.

Take a look at the different elements of a letter and how they can be written:

- 2. Inside address:** The inside address is the address of the recipient. It includes the recipient's title and complete name followed by the address.

**E.g.:** Miss Lekha Patro,  
375, Aurora Lane,  
Kolkata– 563098.

If it is a business letter, the name of the individual concerned and the organisation's name will be included.

### 3. **Salutation or greeting:** The salutation is the courteous greeting conveyed to the reader.

Formal salutations – When unsure of the person's name, use:

- Dear Sir,
- Dear Ma'am, (never use 'madam').
- These are universal salutations.

Other formal salutations are:

- Dear (Title – Dr., Prof., Col, Mr., Miss, Ms. (pronounced miz), etc).
- Dear Prof. Mehta,
- Dear Dr. Thomas,
- Dear Col Sharma,

Please note: Military ranks such as Lieutenant, Colonel, Brigadier, etc are written as Lt, Col, Brig respectively and NOT followed by a full stop.

Other suitable forms of address are:

- Respected Sir,
- Respected Ma'am,
- Sir,
- Ma'am,

When unsure of a lady's marital status, it is safest to address her as 'Ms.' followed by the last name

- Dear Ms. Sundaram,

*Informal salutations* – When writing to friends and relatives, informal salutations are used.

- Dear (Name of the person), My dear (name), Dearest (name), etc.
- Dear Laila,
- My Dear Peter,
- Dearest Rubina, etc.

4. **Body** – The body of the letter contains the text of the message that is communicated. The content is split into paragraphs with one paragraph per idea. The language to be used is simple and direct. The content must be error free. Ensure all the details are complete. Also include a call to action - what you expect the reader to do after reading the letter. Use correct punctuation in the letter.
5. **Conclusion** – A conclusion brings the letter to a logical close. It is used to avoid ending a letter abruptly. Reiterate the call to action in the conclusion. Use sentences such as – Looking forward to hearing from you.; Awaiting your response.; Thanking you,; to conclude

6. **Subscription/Closing** - The subscription must keep with the salutation. This is where we politely take leave. Some common closing statements are – Yours sincerely, Yours faithfully, (for formal letters), Yours truly (for acquaintances/strangers) (Yours affectionately, Yours lovingly – for letters written to loved ones). The closing statements are followed by a comma. Only the first letter of the first word is capitalised.
7. **Signature** – The signature block contains the physical signature of the sender and is followed by the name being written in sentence case (below the signature and in parenthesis). It should be written clearly to help the receiver respond to the letter.
8. **Enclosure** – If there are any enclosures to the letter, they are to be indicated here.

# Salutations and closing (Formal Letters)

Salutation	Closing
Dear Sir/Dear Ma'am,	Yours sincerely,
Sir/Ma'am,	Yours faithfully,
Respected Sir/Ma'am,	Yours faithfully,



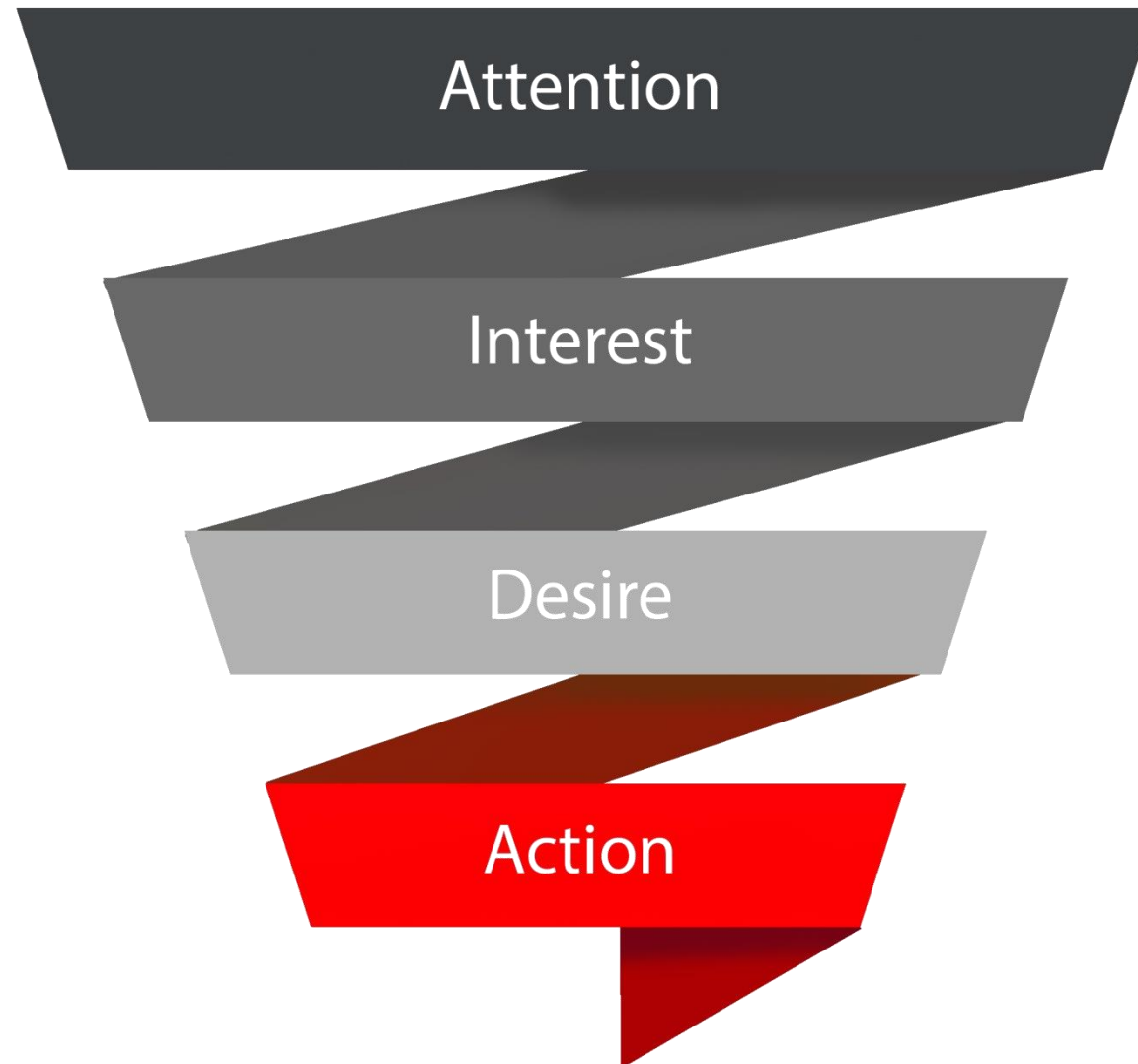
# Salutations and closing (Informal Letters)

Salutation	Closing
Dear (Name),	Yours affectionately, Yours lovingly, Yours sincerely,

# Dos of Letter Writing

- Use good quality A4 paper or letter writing paper
- If physically writing the letter, ensure the handwriting is neat and even
- If typing a letter, ensure it is formatted correctly
- Check to make sure the letter is error-free
- Make sure it contains all the relevant details
- Use a pleasant and positive tone
- Be courteous – use the words please, request, thank you, etc.





# Leave Letter

- A leave letter is one that students will be required to write in order to explain any absence from classes
- The details of a leave letter include – date(s) of absence, reason for absence
- When leave taken is for medical reasons, many institutions insist on a medical certificate
- When applying for leave of absence, a student is expected to submit a leave application. This too is in the form of a letter
- A leave application should include the following details – dates for which the leave is required, reason for leave, and contact details of the student during the leave.

**Leave Letter**

**NEW** **SAMPLE**

Crane Tutor Permission Form

I give permission for my child, \_\_\_\_\_ to  
be tutored by a Crane tutor in \_\_\_\_\_

Parent Signature: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please indicate your preference for tutoring days by numbering the days in order with one being your first choice.

\_\_\_\_\_ Monday  
\_\_\_\_\_ Tuesday  
\_\_\_\_\_ Wednesday  
\_\_\_\_\_ Thursday

Number of days desired: \_\_\_\_\_

Please note that students will be scheduled as tutors become available.

Student: \_\_\_\_\_

Name of Tutor: \_\_\_\_\_

Contact Information: \_\_\_\_\_

Subject: \_\_\_\_\_

Day: \_\_\_\_\_ Materials needed? \_\_\_\_\_

Materials received: \_\_\_\_\_

# Sample Leave Letter

From:

(Student's name and address)

To:

The Class Teacher

(Details of class and school)

Date

Respected Sir/Ma'am,

Sub: Leave Letter

I (Name, Class) was absent from classes from (Date(s)) as I was unwell.

I request you to grant me leave for the above days and oblige.

Thanking you.

Yours sincerely,

(Signature)

(Name)

- At times students need to take leave for a pre-arranged event E.g.: to write an exam, doctor's appointment, passport appointment, travel outstation or abroad, family social functions, etc.
- In such situations, it is advisable to submit a leave application
- The leave application is written to the head of the institution or an authorised representative
- A leave application contains the following information:
  - Student's name and class details
  - Dates for which leave is requested
  - Reasons for leave
  - Student's contact details while on leave

# Sample Leave Application

From:

(Student's name and address)

To:

The Class Teacher

(Details of class and school)

Date

Respected Sir/Ma'am,

Sub: Leave Request

I (Name, Class) request you to grant me leave for one week from (dates) as I will be going to Nagpur to attend my sister's wedding.

My contact details during my absence are:

(Contact details)

I request you to grant me leave for the above days and oblige.

Thanking you.

Yours sincerely,

(Signature)

(Name)





## Activity 1

Each student will write a letter to the Class Teacher explaining his/her absence for two days.

**Preparation time:** 10 minutes



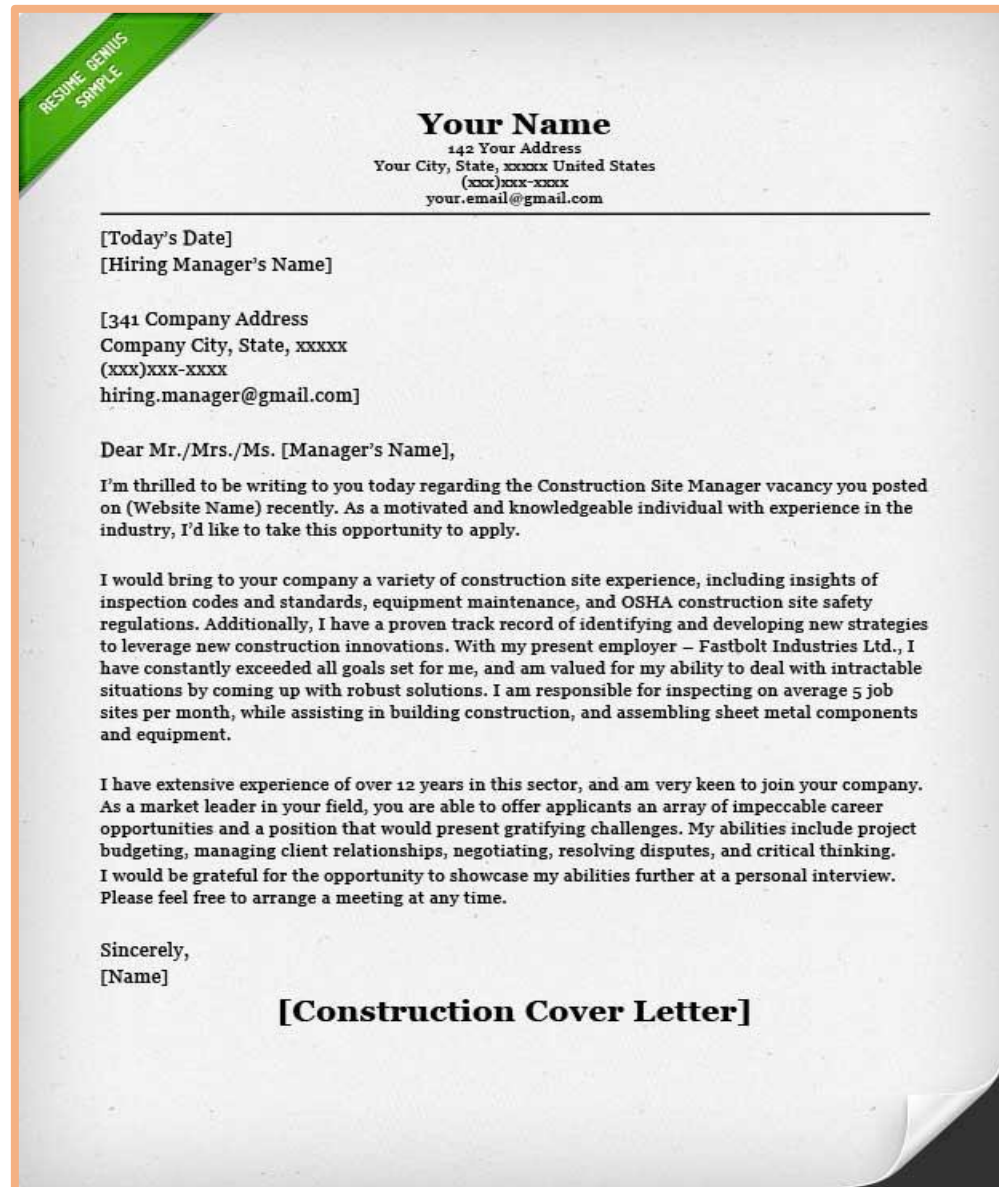
## Activity 2

Each student will write a letter requesting leave for one week.

**Preparation time:** 15 minutes

- A cover letter is one that is sent to the recruiter along with a resume or CV
- It highlights a person's skills and experiences while telling the recruiter why the candidate is most suitable for the job
- This is written in addition to the details that are already contained in the attached resume/CV
- When writing an email, the cover letter is written in the body of the email and the resume/ CV is sent as an attachment
- The aim of the cover letter is for the candidate to pitch himself/herself as the right person for the job
- This is done by matching one's skills with that of the job requirement

# Sample Cover Letter



Source: <https://resumegenius.com/wp-content/uploads/2014/11/construction-labor-cover-letter-example.jpg>

## Activity 3



Each student will write a cover letter for any one of the below mentioned job positions.

1. Principal of SunBeams High School
2. Soft Skills Trainer
3. SQL Developer
4. Head of Department - Product Design
5. UI Engineer
6. Android Engineer

**Duration:** 20 minutes

# Application Letter

- An application is written for many purposes :  
scholarship, loan, internship, leave, job, etc.
- A job application is written when applying for a job
- It is accompanied by a resume/CV
- A job application must be customised to suit the job  
the candidate is applying for



# Sample Job Application

## Job Application Letter Sample

Smithtown, CA 08067  
909-555-5555  
john.donaldson@emailexample.com

Date

George Gilhooley  
XYZ Company  
87 Delaware Road  
Hatfield, CA 08065

Dear Mr. Gilhooley,

I am writing to apply for the programmer position advertised in the *Times Union*. As requested, I am enclosing a completed job application, my certification, my resume and three references.

The opportunity presented in this listing is very interesting, and I believe that my strong technical experience and education will make me a very competitive candidate for this position. The key strengths that I possess for success in this position include:

- I have successfully designed, developed, and supported live use applications
- I strive for continued excellence
- I provide exceptional contributions to customer service for all customers

With a BS degree in Computer Programming, I have a full understanding of the full life cycle of a software development project. I also have experience in learning and excelling at new technologies as needed.

Please see my resume for additional information on my experience.

I can be reached anytime via email at john.donaldson@emailexample.com or my cell phone, 909-555-5555.

Thank you for your time and consideration. I look forward to speaking with you about this employment opportunity.

Sincerely,

Signature (for hard copy letter)

John Donaldson

Source: <https://musiccityspiritsandcocktail.com/sample-job-application-letter>



# Letter Requesting Internship

- Internship is an important stage in the journey towards employment
- Several companies are opening their doors to interns these days
- Students today take internship more seriously than they did before
- Many successful internships translate into employment
- Internship often prepares students for the employment long haul
- An internship request letter is always accompanied by a resume



# Sample Letter Requesting Internship

444 N. 9th Street  
La Crosse, WI 54601

September 28, 20xx

Mr. James Equestian  
Operations Director  
Rochester Athletic Club  
3100 19th Avenue NW  
Rochester, MN 55901

Dear Mr. Equestian:

Please accept this letter as application for the Rochester Athletic Club internship position beginning January 1, through April 20, 20XX. With a major in Exercise and Sport Science, I have gained exceptional skills and knowledge in health and fitness. My emphasis in Fitness included course work in fitness testing, exercise prescription, strength training programs, and marketing techniques. Through this internship I hope to improve upon these skills that I have already acquired at the University of Wisconsin-La Crosse.

After touring your facility last fall, I was impressed with the friendliness of your staff, the overall organization of the club, the clean spacious facilities, and the family-oriented atmosphere. Not many athletic clubs have been as successful as the Rochester Athletic Club in achieving all of the above qualities. I am definitely interested in contributing my knowledge and skills to RAC.

A copy of my resume has been enclosed for your review. Please note my fitness related and community experiences, along with my work history. Please give my resume strong consideration. Thank you for your time and consideration for this internship. I prefer to finalize my internship plans by October 15, 20XX.

Sincerely,

John P. Hanson

Enclosure

Source: <http://bikefriendlywindsor.com/13-example-of-an-attachment-letter/>

## Activity 4



Each student will write a letter requesting internship at any of the following companies.

1. Mercedes-Benz Research and Development India Pvt Ltd
2. Sify Technologies
3. Flipkart
4. Netcracker
5. TATA Projects

**Duration:** 20 minutes

# Persuasive Writing

Persuasive letters are written for the purpose of convincing someone about something. E.g.: to persuade someone to make a contribution to a charity, to make a claim against damaged goods, to return an item that was not received in good condition, to introduce a new product or service, to recommend a person for a job, etc.



# Persuasive Writing

- Before writing a persuasive letter, consider the following:
  - Purpose of writing the letter
  - Who the recipient will be
  - Format and style
- Persuasive letters must be brief and concise
- Establish your purpose for writing in the opening sentences
- Emphasise your request and support it in the subsequent paragraphs
- Make your appeal.
- Reiterate your request before you close the letter



# Sample Persuasive Letter

145 Mayview Ave.  
Pineville, WV 24874

← Sender's address

April 25, 2014

← Date

Belinda Jackson  
62 Mayview Ave.  
Pineville, WV 24874

← Recipient's name and address

Dear Belinda:

← Salutation

WILL YOU JOIN ME IN PROTECTING OUR COMMUNITY?

← Subject line

I am sending this to you as a fellow member of our community. I'm sure that you value living in such a quiet and peaceful neighborhood, just like I do.

You know, sometimes in order to keep one's community "quiet and peaceful" one has to take action. As you may know, our local Community Committee has been meeting over the past two months to try to find ways to reduce the break-in rate in our area. Last week they released their recommendations on how best to combat that problem.

Their primary recommendation calls for increased police and security patrols to supplement the local Neighborhood Watch program. Unfortunately, the needed amount is not included in this year's municipal budget allocation and there are no additional funds available.

← Body text of the letter

Therefore, as a concerned member of this community I have decided that my business will donate \$1 for every \$5 raised in the community to cover the additional security costs. I urge you to join me today in supporting this worthy cause for our common good.

To make your donation today you can drop in to either one of our two stores and deposit your donation in the boxes provided near the front cashes. If you can't make it to the store, please send a check or money order, made out to "CAC Security Patrol" and mail it to the address listed above.

Very sincerely,

← Complimentary close

Gerry Smith  
President and Owner

← Signature block

Source: <http://helendearrest.com/persuasive-letter-example-screenshoot/persuasive-letter-example-optional-screenshoots-format-business-write-request-letters-samples/>



## Activity 5

The class is divided into groups of 4 - 5 students each. Each group will write a persuasive letter (as students) to a corporate institution requesting them to contribute towards a charitable activity.

**Duration:** 25 minutes





## Activity 6

The class is divided into groups of 4 - 5 students each. Each group will write a persuasive letter (representing an NGO/well known charity) to a corporate institution seeking sponsorship for deserving students.

**Duration:** 25 minutes

# Types of Persuasive Letters

Sales letters

Complaints, claims and adjustments letters

Collection letters

- It is an important type of persuasive letter
- It is written to advertise a product or a service

Following are the purposes of a sales letter:

- To boost sluggish sales
- Convey information about any change to the product/service
- To offer newer varieties of a product/service
- Open up new markets for an existing product

# Sample Sales Letter

**[Write Name Here]**

**Date: 00/00/0000**

[Designation]

[Address]

[Contact]

**Dear Mr. [Write name here]**

Your hunt for an icon to change the face of your company is over. A logo might look simple but it has the power to make or break your brand. Order for a logo that suits your business and get the best at the most competitive price.

You just need to send snapshots of logos that you like and the colors of your choice. It takes us only 24 hours to get back to you with a set of 5 preliminary logo options. If you don't like it, we will revise it for you at no extra cost. After all, who gets the chance to bring about a revolution to their brand at such marginal cost?

Be among the first few to send logo requests. We have some special discounts for the first ten logo requisitions.

Yours sincerely,

**[Write Your Name]**

[Address]

Source:

<https://www.allbusinesstemplates.com/template/LE2J4/sales-letter-format/>

**Complaints** – A complaint letter is written for any of the following reasons:

- Wrong quality of material received
- Wrong quantity received
- Late delivery of consignment
- Violation of any of the mutually agreed terms and conditions



# Complaints, Claims and Adjustments Letters

**Complaints** – A complaint letter is written for any of the following reasons:

- Goods received in damaged condition
- Wrong mode of transport used leading to delay and or damage in delivery
- Difference in prices due to overpricing/over invoicing
- Misrepresentation/discourtesy by seller's representative



# Sample Complaint Letter



## sample complaint letter

Evan Smith  
100 Rider Lane  
Chicago, IL XXXXX

August 8, 2004

Brown's Best Bikes, Inc.  
555 Rolling Road  
Chicago, IL XXXXX

Dear Mr. Brown:

On August 1, 2004, I bought the "Rough and Ready, model 600" mountain bike from your store. When I got the bike home, I noticed that the front tire was soft. I used a hand pump to inflate the tire. After riding the bike less than a mile, the tire was soft again. I brought the bike back into your shop on 8/2. You tested the tire, told me it was fine and filled it with air.

The tire is still losing air. Every time I ride the bike, I need to pump the tire. I left detailed messages on your voicemail on 8/4 and 8/5 and you have not returned my phone calls.

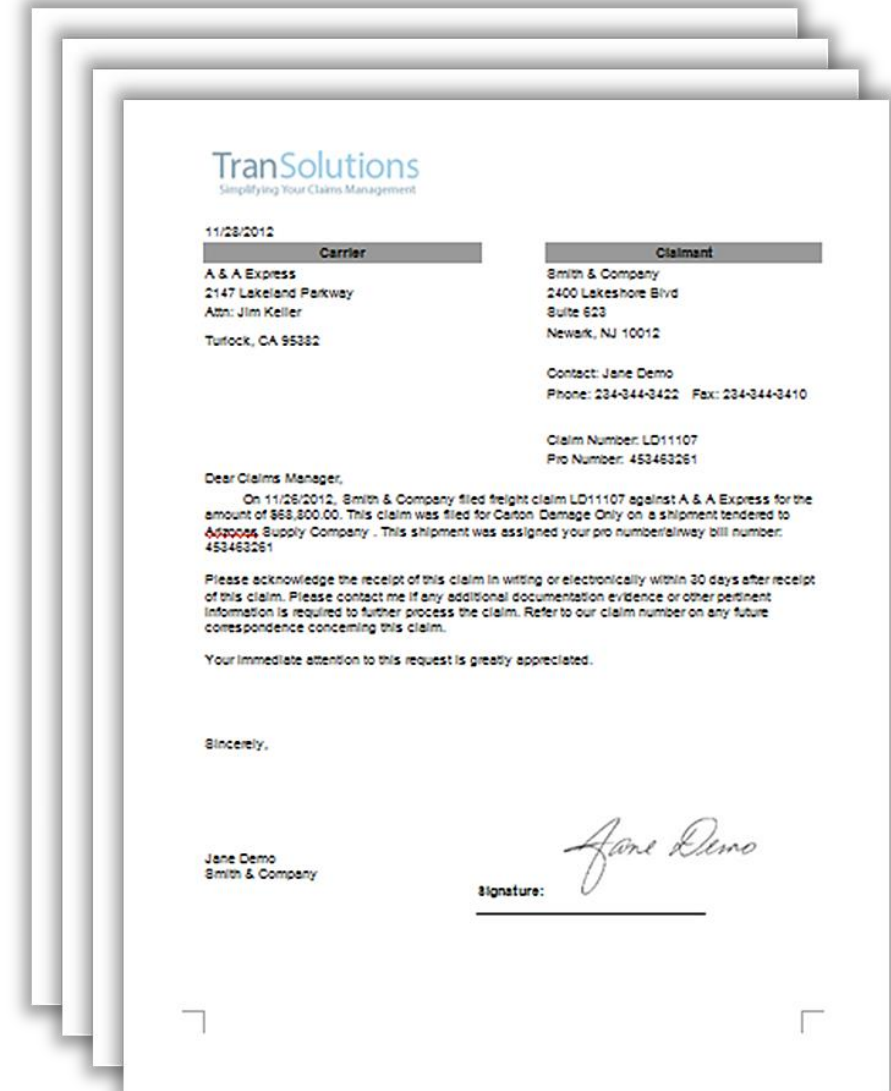
I am enclosing a copy of your store warranty. It states that your store will replace defective parts on a bike within the first 30 days of purchase. According to your written policy, I am entitled to a new front tire. Please call me at 555-7045 to arrange a time for me to bring the bike in for repair. If I don't hear from you by next week, I will contact our local Better Business Bureau to help resolve this problem.

Thank you for taking care of this.

Sincerely,  
Evan Smith

Claim letters are written for the following reasons:

- Service that is less than satisfactory
- Receipt of broken or damaged goods
- Non-receipt of goods paid for
- Inordinate delay in receipt of goods





# Sample Claim Letter

Wilson Gayle,  
23, Hanging Street, LA  
January 23, 2012  
Mark Richardson,  
New Builders Inc.,  
Los Angeles

Dear Mr. Richardson,

Sub- Complaint about the non-payment labor charges

I am writing this letter to make a complaint against your manager that our union has not been paid labor charges from last three months. I was appointed in the company 6 months back and since the new manager has been appointed the labor union has not been paid a cent.

I hope the management takes an immediate action and ensure that we get our labor charges paid from time to time. If there is some problem with him and he is not able to pay is, please find out that problem and help him in finding appropriate solution to the problem.

We would like to intimate you that if the labor union is not paid in next 15 days, then we planned to go on strike which will hamper the project work.

Thanking You,

Yours faithfully,

Wilson Gayle,  
Union Head

Source: [http://www.adornpixels.com/26-images-of-claim-letter-template-download\\_3205/](http://www.adornpixels.com/26-images-of-claim-letter-template-download_3205/)

# Letter of Adjustment

- An adjustment letter is written in response to a claim letter
- This letter is written by the organisation/seller that has received a complaint/claim letter from a consumer

When a seller receives a complaint, he/she must consider the following:

- A problem/mistake has occurred with the execution of the order
- Who the person responsible for the mistake/problem is
- How to deal with the complaint



# Sample Letter of Adjustment

Lake Covarde Supplies

B.S. Sound 25 Cromwell St,  
Glen Iris, Victoria, 3146.  
Phone: (61) 01 9389 1999 / Mob: (61) 1519 993 966

April 26<sup>th</sup>, 2012

Mr. Adeilaide Johnson  
Care2Care Pvt. Ltd.  
2 Holt Street, Surry Hills  
Address GPO Box 4245,  
Sydney, NSW

Sub: Refund of Damaged Goods

Dear Mr. Johnson,

I have just received your letter regarding the shipment of damaged goods you received through Lake Covarde Supplies. I regret for the inconvenience that it has caused you.

As per your claim and details regarding the matter, it has been found that your claim of \$2000 for the broken furniture stands legitimate. We have already dispatched the cheque through registered mail at the address provided by you. It will reach at your doorsteps within 2 working days. The damage to your items was a result of a mishap whilst transporting it. It was an unfortunate accident and a big mistake that the items were not checked before delivery. We take all the responsibility of the damage and the inconvenience caused to you.

I must remind you to keep the damaged items in the same condition in which you received them until our representatives can inspect them. The inspection should take place within 2 weeks. You will be informed beforehand so that you can provide us the timings which suit you the most.

I am sure that this unfortunate accident will not hamper our relationship in the time to come.

Sincerely,

Nikilesh Ahujha, Customer Relations

Lake Covarde Supplies

Source: <https://targetstudy.com/letters/adjustment-letter-for-refund-of-damaged-goods.html>

# Collection Letters

- A collection letter is written by a creditor to a debtor. These are not very pleasant letters for the one who writes it as well as the one who receives it. They are sent when payments are due or delayed.
- Collection letters have three stages:
  - Reminder stage
  - Inquiry and discussion stage
  - Appeal and warning stage
- When the debtor does not respond to the above, the creditor then resorts to litigation.
- Collection letters are also known as 'dunning letters'



## **POLITE FIRST REMINDER LETTER FOR A GOOD CUSTOMER**

Dear {client};

You have been a valued customer for many years, and you have always been conscientious about paying your bills within the 30-day payment period. This is just a reminder that your payment of {amount} for invoice # {0000} has not been received by our office. If you forgot to mail us your payment, please send it today. If you have already mailed your check, please disregard this notice.

As always, if you have any questions or problems feel free to contact us at {phone number} or {email address}.

Sincerely,  
{Your Name}  
{Your Title}

## COLLECTION LETTER - FIRST NOTICE 30 DAYS LATE

Dear {client};

We know that life can sometimes be difficult and staying on top of invoices is not always easy. That's why we wanted to send you a friendly reminder regarding invoice # {000} in the amount of {\$.00} that is currently past due.

If you experienced an issue with your order, please do let us know. If you have any questions regarding this invoice, please call us at {phone} or contact us via {email}.

We value your business and are here to help you. If your payment has already been submitted, we thank you and please disregard this notice.

Sincerely,  
{Your Name}  
{Your Title}

## Collection Letter - Second Notice 60 Days Late

Dear {client};

We hope that everything is going well for you and that you are enjoying the products that we provided.

However, it has been two months now since we have received a payment and we are wondering if there is some sort of problem we can help you with. Have you already put a check in the mail to us in the amount of {\$.00} for invoice # {0000}?

If not, please give this matter your attention today, since we want to be able to extend you credit the next time you shop with us.

Of course, if there is some sort of problem, know that you can contact us at {phone number} or {email} so we can help.

Sincerely,

{Your Name}

{Your Title}

## Collection Letter - Third Notice 90 Days Late

Dear {client};

We show your account has a past due balance of {\$.00} Previous attempts to collect the balance have failed.

Please call me immediately at {phone} to resolve the balance on your account and to avoid having invoice # {000} referred to a collection agency. Your prompt attention is required to resolve this issue.

Sincerely,

{Your Name}

{Your Title}



## Collection Letter - Final Notice - Collections/Legal

Dear {client};

Your account is now seriously past due. We have sent you numerous payment requests and still have not received your past due payment in the amount of {\$.00}.

Please remit {\$00} from invoice # {000} within three days or your account will be closed, any outstanding orders will be cancelled, and this matter will be referred to a collection agency.

Please call me within the next three business days at {phone} so that we may discuss how to resolve this quickly.

Sincerely,

{Your Name}

{Your Title}

## Activity 7



The class is divided into 7 groups. Each group will write collection letters (First, second, third, and final notices) to a customer on one of the following:

1. A customer who has defaulted on a credit card bill payment
2. A customer who purchased goods on credit but has not yet paid the amount
3. A customer who has defaulted on a mobile bill payment
4. A customer who has not paid the monthly maintenance amount for his flat for the past 3 months
5. A customer who has not paid his monthly bill at the club
6. A customer who has not paid
7. A customer who has defaulted on an EMI

**Duration:** 60 minutes



## Self Assessment Question

1. A letter begins with the \_\_\_\_\_.

- a. Date
- b. Salutation
- c. Heading
- d. Subscription

**Answer:** Heading



## Self Assessment Question

2. When writing to a lady whose marital status is not known, she should be addressed as

\_\_\_\_\_.

- a. Miss
- b. Mrs.
- c. Messrs.
- d. Ms.

**Answer:** Ms.



## Self Assessment Question

3. A Letter to the Editor is \_\_\_\_\_ letter.

- a. An informal
- b. A formal
- c. A friendly
- d. A business

**Answer:** A formal



## Self Assessment Question

4. A Claim Letter is an example of a \_\_\_\_\_ letter.

- a. Government
- b. Informal
- c. Official
- d. Business

**Answer:** Business



## Document Links

Topics	URL	Notes
Letter writing	<a href="https://targetstudy.com/languages/english/letter-writing.html">https://targetstudy.com/languages/english/letter-writing.html</a>	This site gives information about letter writing, types of letters, as well as samples.
Samples of the Best Cover Letters	<a href="https://www.thebalance.com/best-cover-letters-a-z-list-of-examples-2060172">https://www.thebalance.com/best-cover-letters-a-z-list-of-examples-2060172</a>	This site offers several samples of cover letters
Sample Cover Letter for a Job Application	<a href="https://www.thebalance.com/job-application-letter-sample-2062548">https://www.thebalance.com/job-application-letter-sample-2062548</a>	This site has a an introduction to a job application as well as a sample job application
Different Types of Letters With Examples of Each	<a href="https://www.thebalance.com/types-of-letters-with-samples-2062558">https://www.thebalance.com/types-of-letters-with-samples-2062558</a>	This site has all the information about what to include in a letter.
FREE Sample Persuasion Letters	<a href="https://www.writeexpress.com/persuasion.htm">https://www.writeexpress.com/persuasion.htm</a>	This link offers several sample persuasive letters and tips on how to write them.



## Video Links

Topics	URL
Writing Letters: formal & informal	<a href="https://www.youtube.com/watch?v=PgwmAUJx248">https://www.youtube.com/watch?v=PgwmAUJx248</a>
How to write a Leave of Absence Letter	<a href="https://www.youtube.com/watch?v=j0gC1lZz_tQ">https://www.youtube.com/watch?v=j0gC1lZz_tQ</a>
HOW TO WRITE A COVER LETTER FOR RESUME	<a href="https://www.youtube.com/watch?v=DZeq7J8h5t8">https://www.youtube.com/watch?v=DZeq7J8h5t8</a>
Writing Cover Letters : How to Write an Internship Cover Letter	<a href="https://www.youtube.com/watch?v=H8-wixiabgl">https://www.youtube.com/watch?v=H8-wixiabgl</a>
How To Write A Letter Of Persuasion	<a href="https://www.youtube.com/watch?v=b3rwXOfUBa8">https://www.youtube.com/watch?v=b3rwXOfUBa8</a>
AIDA Marketing Strategies - How to Tell a Story that Sells	<a href="https://www.youtube.com/watch?v=x5-Y7WFaA3w">https://www.youtube.com/watch?v=x5-Y7WFaA3w</a>





## Activities

URL	Notes
<a href="https://learnenglishteens.britishcouncil.org/sites/teens/files/a_letter_to_a_friend_-_exercises_0.pdf">https://learnenglishteens.britishcouncil.org/sites/teens/files/a letter to a friend - exercises 0.pdf</a>	Writing skills practice

*Thank  
You*