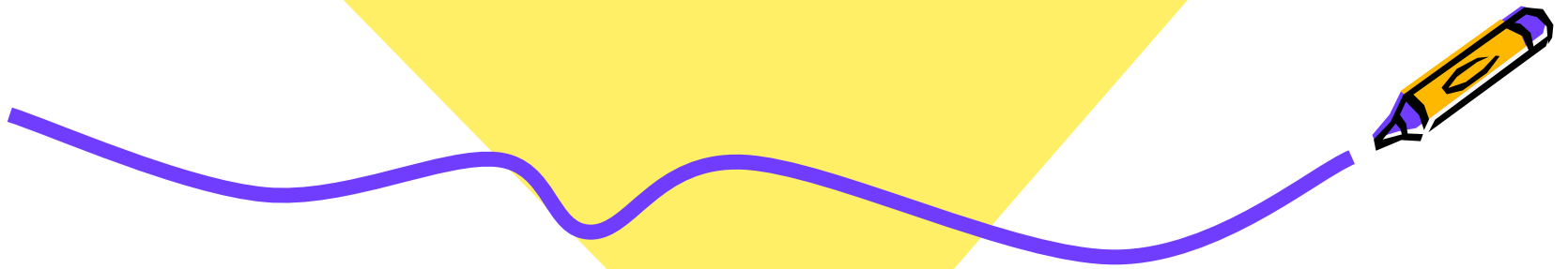




BUSINESS LETTER



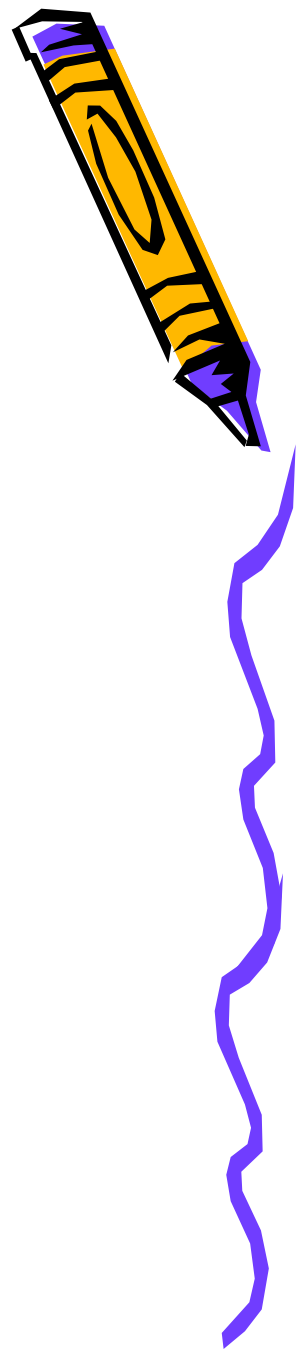
Have you ever written a letter to any company to enquire about its products or services?



- Definition of a Business Letter:
Basic means of communication between two companies. It is a document typically sent externally to those outside a company but it is also sent internally, within a company.



Facts about the Business Letter



- One of the cheapest forms of communication
- Permanent Record
- Conveys a professional, business like impression
- Allows you time before replying
- Can reach where no telephones or fax machines are available.



Sample

Mr John Brown
Network Services
Building 5
The Science Park
Anytown
AN15 2NB

Mr David Sinclair
Systems Ltd
35-37 Old Street
Anytown
AN10 3NA

01.03.03

Dear Mr Sinclair:

Ref: Enclosed product range literature

It was a pleasure speaking with you today and as I promised, I am enclosing literature on our product range.

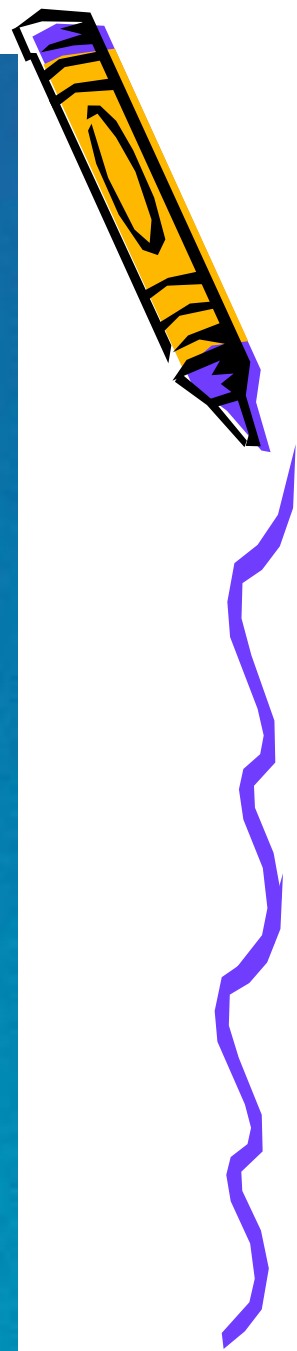
I will be happy to get together with you, upon your request, to explain the system in order to assist you in your decision making process.

Thank you for the courtesies you extended during our telephone conversation. I hope that we can assist you with your requirements.

Yours sincerely

John Brown

John Brown



PURPOSE of a BUSINESS LETTER



- To inform readers of specific information.
- To persuade others to take action.
- To advertise at times.

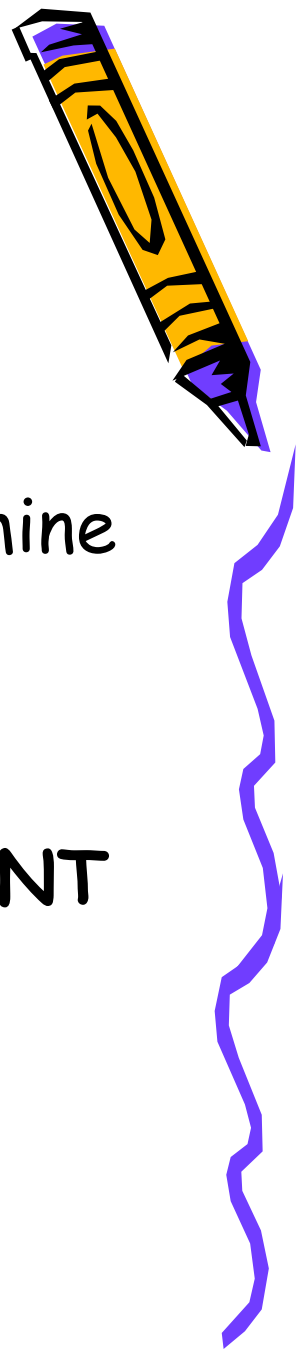


Applications of the Business Letter

- To persuade: e.g. sales letter
- To express an opinion: e.g. letter to the press
- To get something done: e.g. letter of complaint
- To supply somebody else with information: e.g. letter of invitation/application
- To obtain information: enquiry



WRITING a BUSINESS LETTER



- Like any other document.
- First, analyze your audience and determine your purpose.
- Then you gather information, create an outline, write a draft and revise it.
- The key to writing - **GET TO THE POINT AS QUICKLY AS POSSIBLE AND BE CLEAR.**



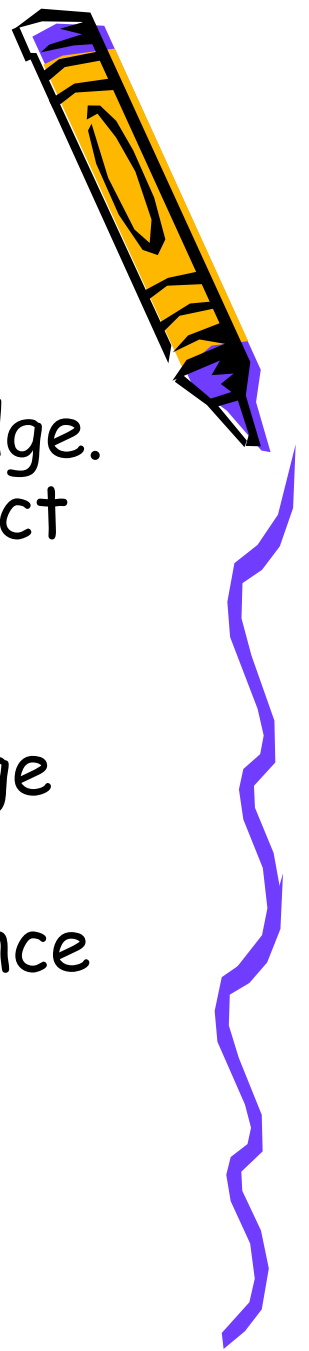
Determining your Audience Type



- Who they are (age, sex, education, economic status, political/social/religious beliefs);
- What level of information they have about the subject (general reader, specialist or expert);
- The Context in which they will be reading the piece of writing (newspaper, textbook, magazine, specialized journal, the internet).



Three categories of Audience

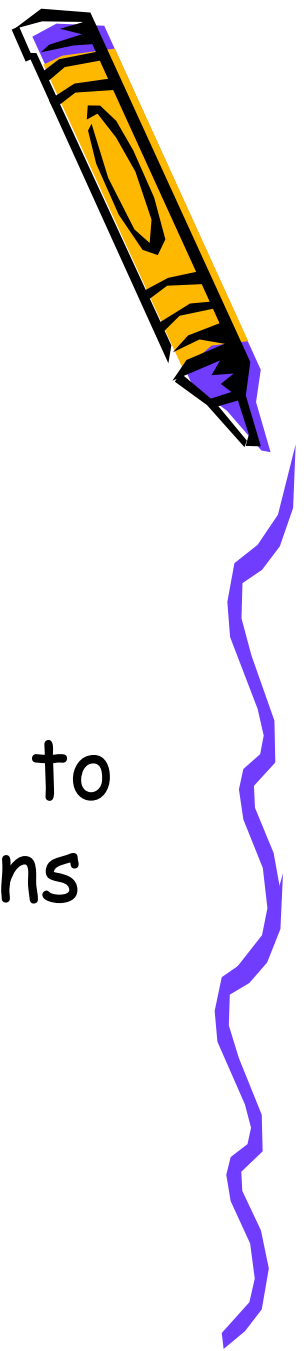


- '**LAY**' - has no special or expert knowledge. They connect with human-interest aspect of articles.
- '**MANAGERIAL**' - may have more knowledge and need particular knowledge to make a decision about an issue.
- '**EXPERTS**' - the most demanding audience - 'theorists' or 'practitioners'



Academic Audiences

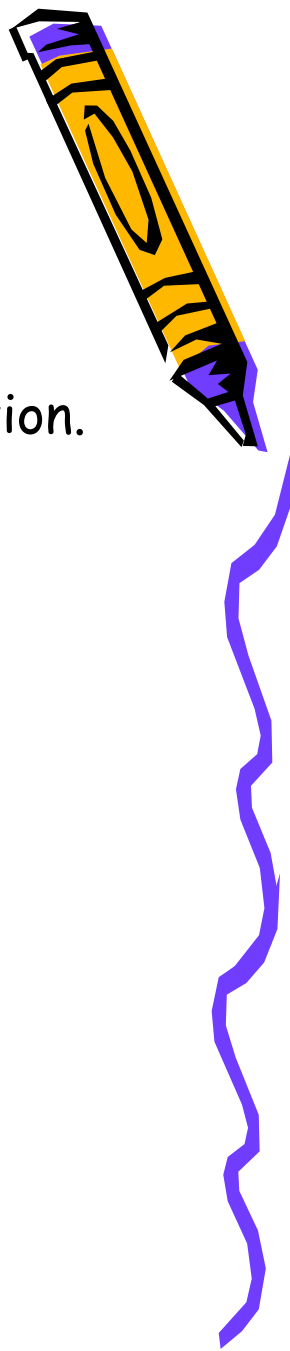
- The most important reader is probably the instructor;
- Ask yourself what you know about your teacher and his/her approach to the discipline and their expectations for the paper



General Format

The Format should allow readers to quickly grasp information.
A Business letter reflects your professionalism.

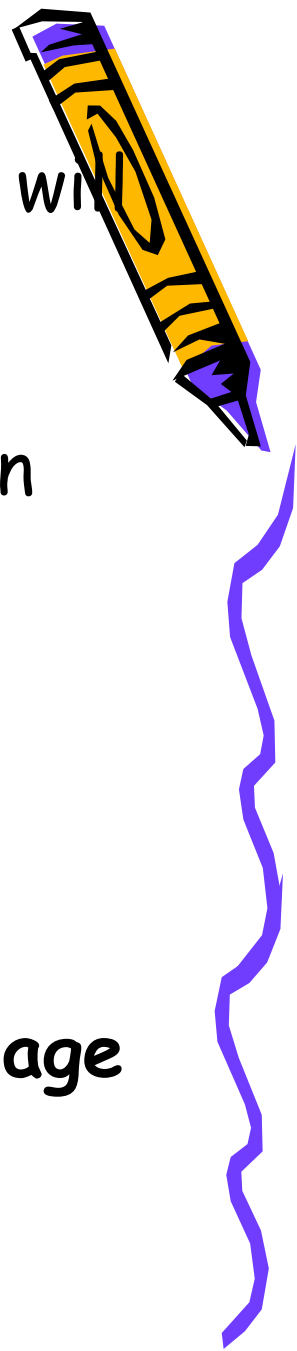
- Heading or Return Address
- Inside address
- Attention line
- Subject line
- Salutation
- Body
- Complimentary Close and Signature
- Reference and Enclosure Lines
- Copy Line



Letterhead or Return Address

- Readers should locate your contact information - it is located at the top of the letter in the return address or by using the company's letterhead.
- This includes: Name, Address, Phone number, Company logo





- The letterhead and the date the letter will be sent (printed two lines below the letterhead) make up the heading.
- Print only the first page of any letter on letterhead stationary, with subsequent pages on blank paper, with the heading looking like this:

Ms. Jane Smith

Page 2

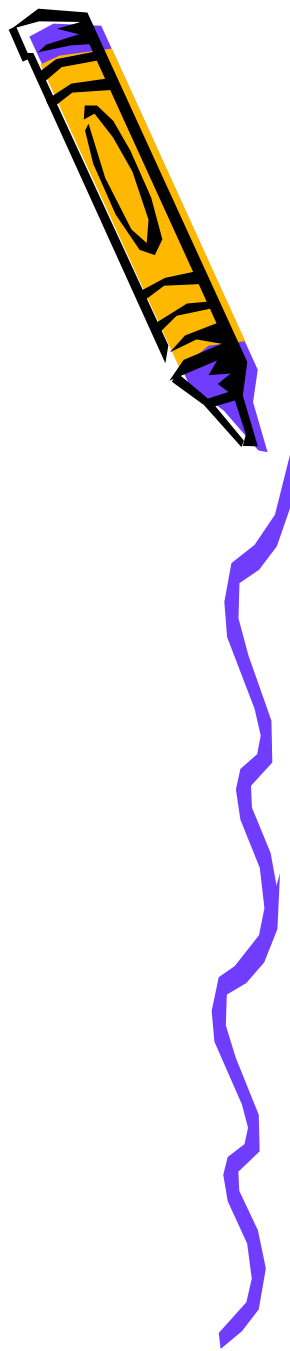
May 23, 1999 Do not number first page



Inside Address

Your reader's full address:

- Name
- Position
- Organization
- Complete mailing address



Sample

Company Letterhead with address/telephone/fax

August 5, 2001

Mr./Ms. Firstname Lastname
Title or Department
Company Name
2000 Street, Suite 100
City, State Zip

Dear Mr./Ms. Lastname:

I am writing to request information about accommodations in the Seattle area. Our company is sending six senior managers to Seattle to attend an executive training program at the University for two months in the fall.

I understand that there are several different housing options available for international visitors: university residence halls, homestays, hotels, and apartments. Which would you recommend?

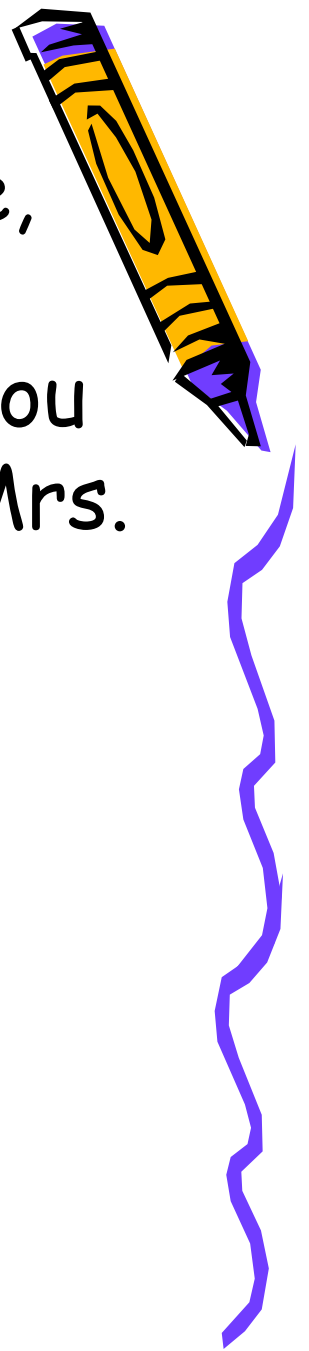
I would appreciate any information you could send me.

Sincerely,

Signature

Firstname Lastname
Position





- If your reader has a courtesy title, such as Professor, then use it. Otherwise use Mr. or Ms., unless you know the reader prefers Miss or Mrs.
- For example:

Dr. Stanislav Ivanov, Professor
ICU Technical College
Moscow, 110004



Attention Line

- When you cannot address a letter to a particular person, use an attention line.

Attention: Human Resource Manager

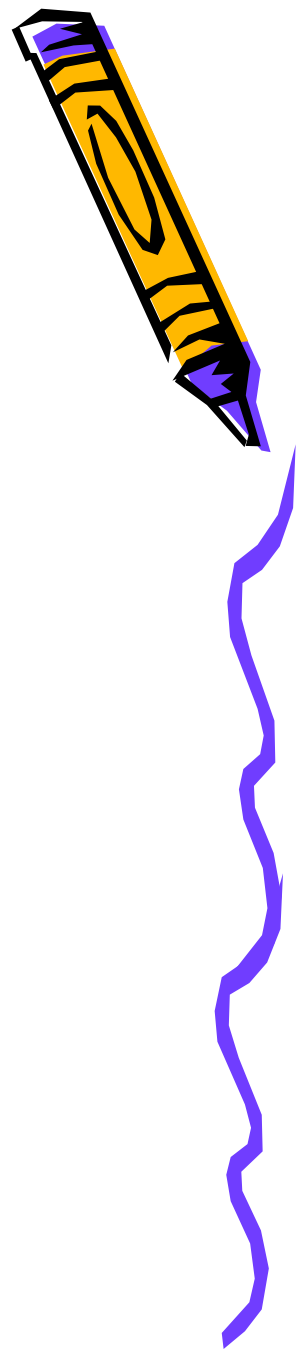
Use this if you want an organization to respond even if the person you write to is unavailable.



Example

Department of Journalism
New Horizon University
ABC Lane, London

Attention: Dr. Mike Richardson,
Department Chair



Subject Line

- Brief phrase or keywords to describe the content of the letter:

Department of Journalism

New Horizon University

ABC Lane, London

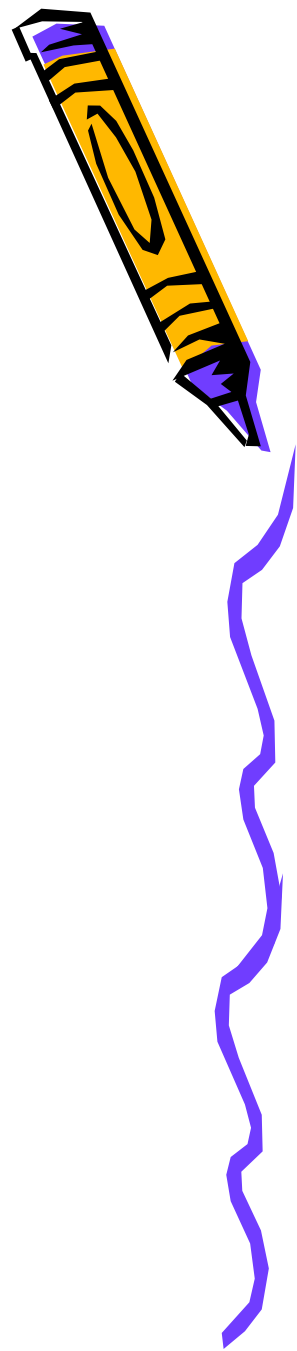
Attention: Dr. Mike Richardson, Department
Chair

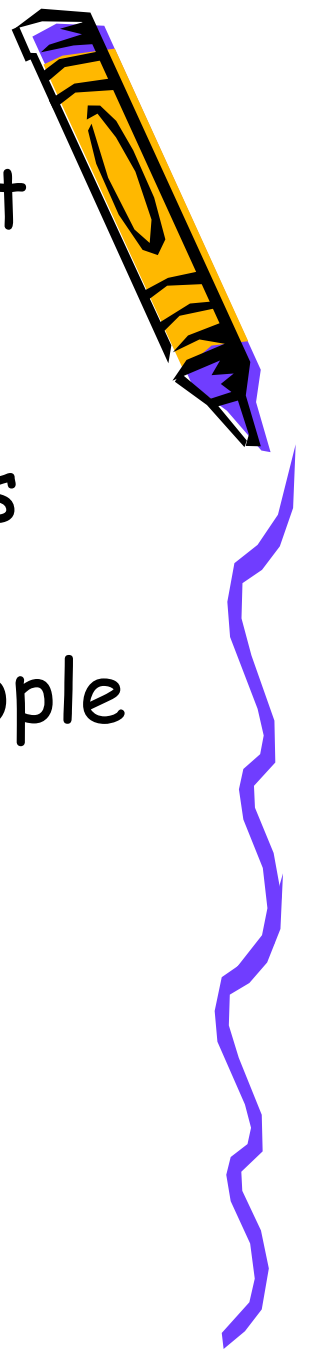
Subject: Admission Requirements



Salutation

- To whom the letter is addressed
- Salutations add a personal touch
- If unsure to whom you should address a letter, always call an organization to find a contact
- Dear Dr. Ivanov: (Am. E)
- Dear Dr. Ivanov, (Br. E)





- If you have no attention or subject line, put the salutation two lines below the inside address.
- Use 'Dear' followed by the reader's courtesy title and last name.
- When addressing to a group of people use:
 - Sir/ Madam
 - Ladies and Gentlemen,
Gentlemen, (male readers)
Ladies, (female readers)



Body



Three paragraphs:

- Introductory
- One or more body paragraphs
- Concluding paragraph

A Business letter introduces one main idea and then supports this idea.

At the end always include your contact information



Complimentary Close

End with a closing, such as:

- Sincerely,
- Cordially,
- Faithfully yours,
- Best regards,
- Yours very truly,

Capitalize only the first word and follow all phrases with a comma.

Remember to sign and type your name under the closing



End Notations



- If someone else types your letters, the reference line identifies this person, usually by initials. It appears a few spaces below the signature line. The writer's initials come first and they are capitalized.
- Example: If Nina Stone wrote a letter that Ann Slown typed, it appears like this:

NS/AS



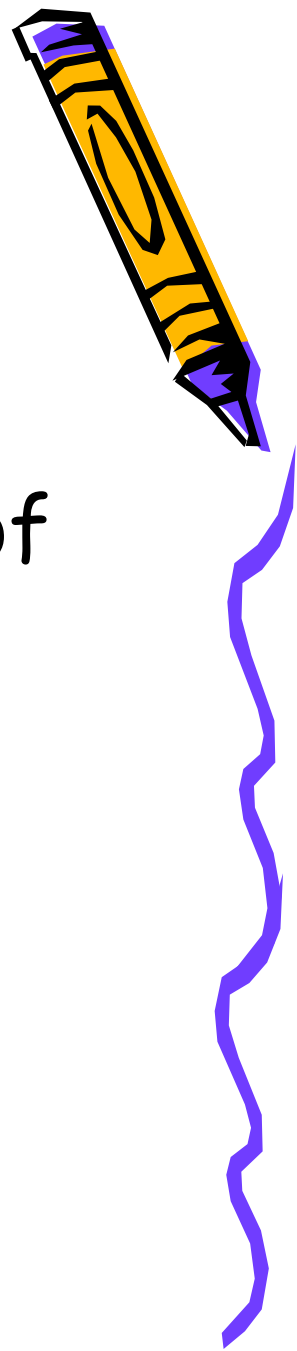
Enclosures



- If the envelope contains any documents other than the letter itself, identify the number of enclosures:
- *Enclosure* or
- *Enclosure (1)*, which means two documents
- In determining the number of enclosures, count only the separate items, not the number of pages.



Copy Line



- Used to let the reader know that other people are receiving a copy of the document. Use the following symbols:
- c: for copy
- pc: for photocopy
- bc: blind copy



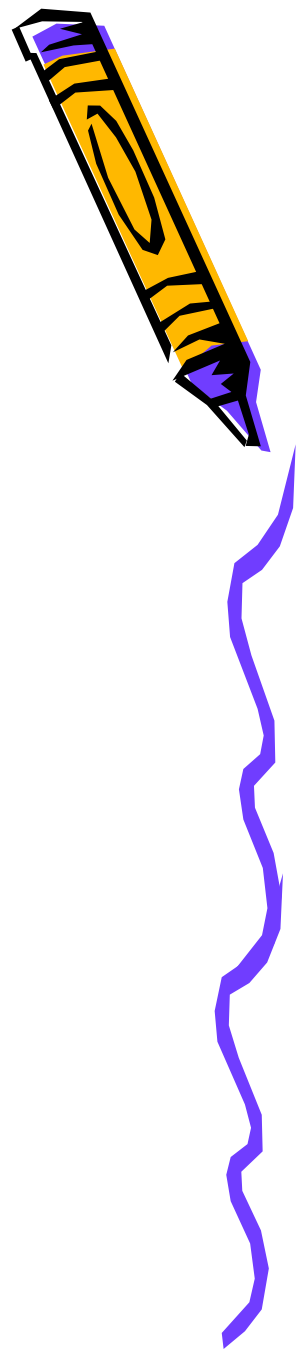
Effective Writing

Written document can serve as a formal contract. This is why it is important to write good business letters. Keep to the following principles:

- Empathy
- Persuasion
- Tone
- Service Perspective



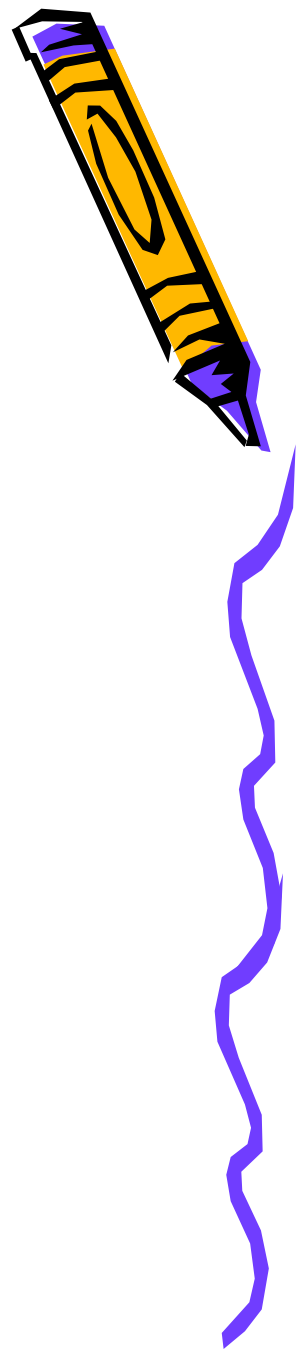
Five ways to make a business letter more readable



- A clear subject line
- Short sentences
- Short paragraphs
- Simple vocabulary
- Enough spacing



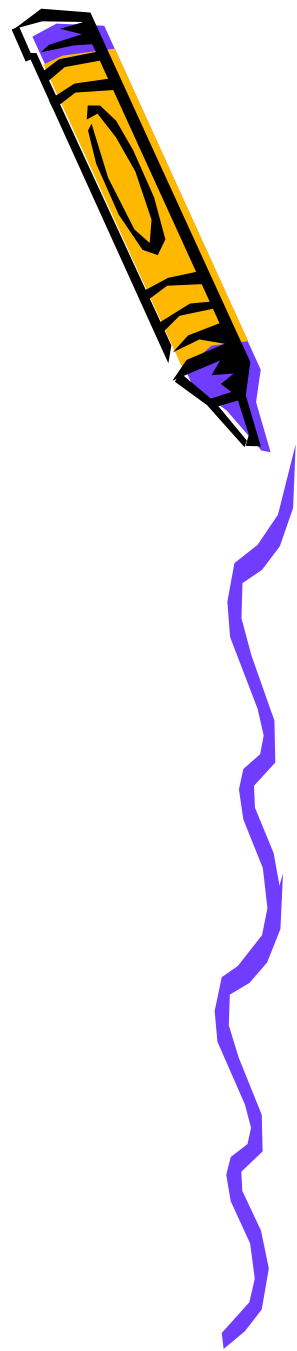
Five Secrets of Effective Business Letter



- Write simply, briefly and clearly
- Write as you speak
- Check twice
- Create a favourable impression
- Be courteous and polite



Types of Business Letters

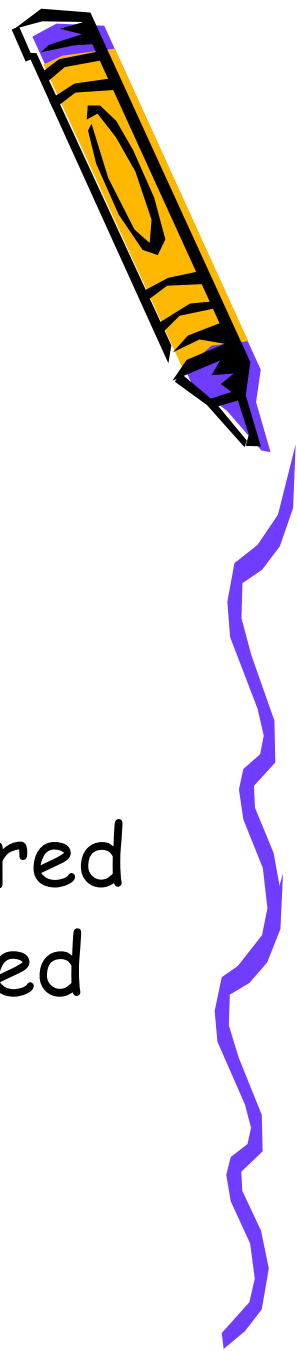


- The **ACKNOWLEDGEMENT** Letter
- The **INQUIRY** Letter
- **RESPONSE** to an **INQUIRY** Letter
- **COMPLAINT** Letter
- **ORDER** Letter
- Letter of **INVITATION**
- Letter to the **PRESS**

Letter of **GOODWILL OR PUBLIC RELATIONS**



Letter of Enquiry



- Introductory paragraph
 - create goodwill with a friendly opening
- Other paragraphs
 - explain what information is required
 - list questions/information required
- Closing paragraph
 - promote goodwill



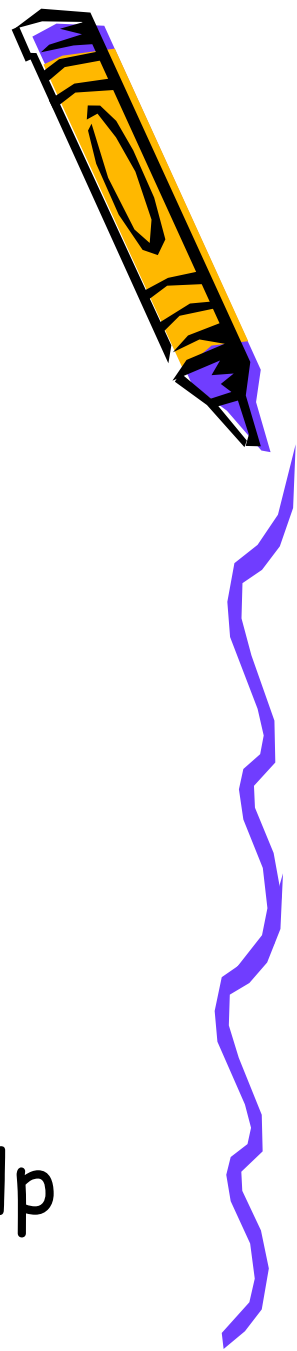
Reply to a letter of Enquiry



- Introductory paragraph
 - acknowledge receipt and express appreciation
- Other paragraphs
 - answer all questions in detail
 - recommend someone to help if you are not able to help
- Closing paragraph - offer further assistance



Letter of Complaint



- Introductory paragraph
 - create goodwill, positive note

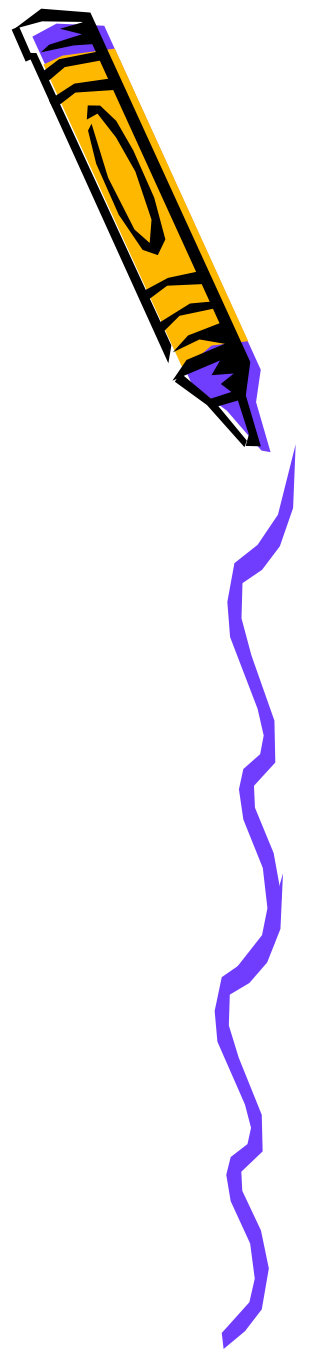
Other Paragraphs

- Explain problems, provide all necessary information
- Describe inconvenience or loss
- Suggest a solution

Closing Paragraph - willingness to help



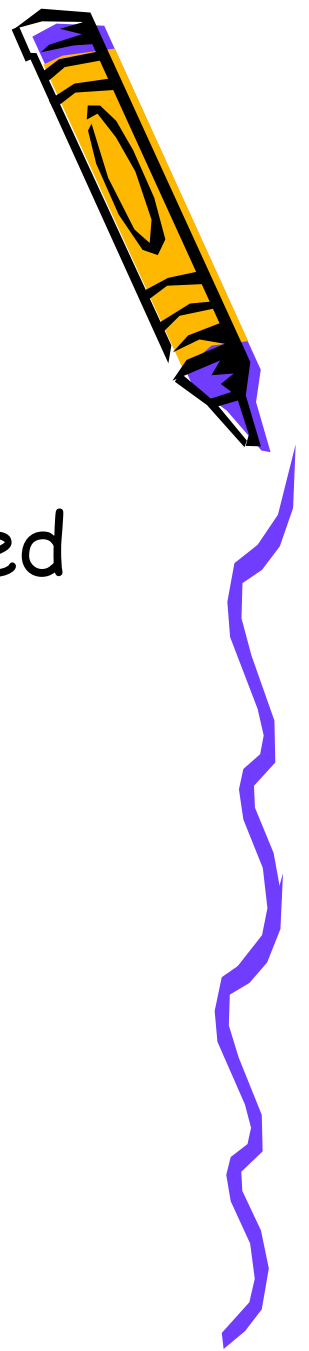
Reply to a Complaint



- Introductory paragraph
 - acknowledge receipt and thank the customer
- Other paragraphs
 - explain the cause of the problem
 - apologize if needed
 - explain how you plan to solve the problem
- Closing paragraph of goodwill



Letter of Invitation



- Introductory paragraph
 - create goodwill, explain why invited
- Other paragraphs
 - provide info about function (type, date, time, place)
 - info about audience (gender, age, background, interests, expected number of people)



Practice Exercise



Task1 Writing a friendly letter - write to a teacher, a student in the class, or to the principal of the school

- Choose a letter subject
- Point out different parts of the letter
- Keep to the appropriate format and layout.





Task2

Writing a business letter. Write an enquiry letter to your business partner. You are travelling on a business trip to London in April and you need information about accommodation, travelling around, places to see, things to do in your free time. Follow the sample letter below.



4 blank lines from top of the page
(Heading)

Skip line

(Inside Address/address to recipient)

1 blank line

Dear Sir or Madam, (salutation or
greeting)

1 blank line (body)



Please send me any information that is available on the events in (city name) during the month of June. My mother, father, brother and I plan to visit the area and will also need a list of accommodations and restaurants. Directions to places and maps of the area would be helpful.

1 blank line

Do you have a website where I might learn more about your city?

1 blank line



I will appreciate any information that you could send me along with the activities, accommodations, and their directions to help me plan my trip.

1 blank line

Faithfully yours, (closing)

3 blank lines for your handwritten signature
(your name)

<http://www.youtube.com/watch?v=xqUT1VOjm>

[wO](http://www.youtube.com/watch?v=egeyiUpFsaw)

<http://www.youtube.com/watch?v=egeyiUpFsaw>

