

The background of the slide is a collage of various vintage postage stamps and postmarks. Visible text includes 'PAR AVION', '02293', 'MADRID', 'POSTAGE', and '100.00'. There are also some numbers and symbols like '24', '7', '100.00', and '100.00'. The stamps are in various colors, including red, yellow, and green.

Writing and Laying out Business Letters



Business Letters

Return Address

Date

Inside Address

Salutation

Body

Complimentary Close

Typewritten Signature

162 Golf Links Road
Mount Rainier, MD 20712
May 6, 19--

QS

Miss Shani Jenkins
4317 Addison Avenue
Beacon, NY 12508

DS

Dear Miss Jenkins

DS

Our class is completing a unit on "Wildlife in the United States." We are disturbed to learn that several animals are on the list of endangered species and that, unless action is taken soon, they may become extinct.

DS

We understand that you have been active in bringing this information to the public's attention.

DS

Would you please send some suggestions that our class could use to inform the student body of this crisis. We are also interested in materials for posters that we could place in the school, but we would welcome any updated information that would add to what we have already learned.

DS

Thank you for any assistance and information you can give us. All materials should be sent to me at the above address.

DS

Sincerely

QS

(Your name)

- Letterhead
- Reference Initials
- Dateline
- Special Mailing Indication
- Inside Address
- For the Attention of
- Salutation
- Body
- Complimentary Closing
- Writer's Name and Title
- [Reference Initials]
- Enclosures
- Postscript

Letterhead



- The letter head is the heading at the top of a letter.
- The letterhead can be typed out but it is usually printed on the company's stationery
- It usually consists of the logo, name, address, telephone number and fax number of the company, e-mail and site address.

Letterhead



It also can indicate:

- ☐ company line
- ☐ names of the CEO and members of the Board of Directors
- ☐ name of the main company (for subsidiaries)
- ☐ SWIFT number

The company name can be followed by:

- Ltd (Limited)
- Inc (Incorporated - US)
- PLC (Public Limited Company)
- Co (company)
- Corp (Corporation - US)
- Son(s) or Bros

Ex. Mitchel Diesel, Limited; Johnson & Johnson Inc;

Levi Strauss & Co: Wholesalers PLC etc

Design it Yourself: Logos, Letterheads, & Business Cards

Step 1 Establish Your Mission

Step 2 Do Some Research

Step 3 Create a Name

Step 4 Write a Defining Phrase

Step 5 Choose a Style —◆—

Step 6 Design a Logo

Step 7 Choose a Technique

(Custom, Clip Art, Photo, Symbol, Silhouette)

Design it Yourself: Logos, Letterheads, & Business Cards



- Step 8 Lay Out a Letterhead
- Step 9 Lay Out a Business Card
- Step 10 Lay Out an Envelope
- Step 11 Choose Paper
- Step 12 Prepare for the Press
- Step 13 Print and Proof It

Return Address (Sender's Address)

If you do not have a letter head you must write your name, address and telephone number at the top of the page or above the inside address

Gayle McNeal
2650 Jean Way
West Jordan Utah 84084
Phone | 801 569 9463

Reference Line

771/21 (771 – account number, 21
– department number)

DS / MR (DS – author's initials,
MR – secretary's initials)

Your reference: HND/RP

Our reference: LA/DR/187

or

Your ref. HND/RP

Our ref. LA/DR/187

Date Line

The date line is used to indicate the date the letter was written.

American date format: month /day / year

Ex: June 11, 2011; June 11th, 2011

British date format: day/month/ year

Ex: 11 Jun. 2011; 11th June, 2011; 11 June, 2011

Chinese: year/month/day 2011, June 11

11/06/2011

ISO – 2011-06-11 or 20110611

Special Mailing Indications

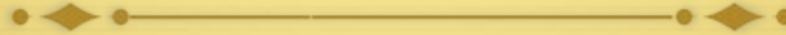


- Express Mail
- Air Mail
- Urgent
- Registered
- Private
- Confidential
- To be called for

Inside Address

- The inside address is the recipient's address.
- It is always best to write to a specific individual at the firm to which you are writing.
- If you do not have the person's name, do some research by calling the company or speaking with employees from the company

INSIDE ADDRESS Cont.



Women

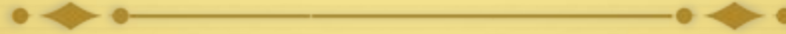
Follow a woman's preference in being addressed as: **Miss, Mrs., or Ms.** If you are unsure use Ms.

Ms Hillary Briggs

or

Hillary Briggs

INSIDE ADDRESS Cont.



Men

William Sykes Esq.

Mr William Sykes

William Sykes

(pp. 6-7 of handouts)

INSIDE ADDRESS Cont



If there is a possibility that the person to whom you are writing is a **Dr.** or has some other title (**Prof., Capt., Maj., Col., Gen., Messrs**), use that title.

INSIDE ADDRESS Cont



- For international addresses, type the name of the country in all-capital letters on the last line.
- The inside address begins two lines below the date.
- It should be left justified, no matter which format you are using.

Attention line



Attention line comes below the inside address and indicates a specific person you want to read the letter

□ For the Attention of

□ Attention:

□ Attn:

Salutation

- Use the same name as the inside address, including the personal title.
- If you know the person and typically address them by their first name, it is acceptable to use only the first name in the salutation (i.e., Dear Lucy:).
- In all other cases, however, use the personal title and full name followed by a colon.
- Leave one line blank after the salutation.

Salutation

- ❑ If you don't know a reader's gender, use a nonsexist salutation, such as "To Whom it May Concern."
- ❑ It is also acceptable to use the full name in a salutation if you cannot determine gender.
- ❑ For example, you might write **Dear Chris Harmon:**

Below the Salutation line:

Heading (Subject, Re: - regarding)


Examples or Salutations

- Dear Personnel Director,
- Dear Sir or Madam (use if you don't know who you are writing to)
- Dear Mr., Mrs., Miss or Ms (use if you know who you are writing to).
- VERY IMPORTANT use Ms for women unless asked to use Mrs. or Miss)
- Dear Frank (use if the person is a close business contact or friend)

Body

- For block and modified block formats, single space and left justify each paragraph within the body of the letter.
- Leave a blank line between each paragraph.
- When writing a business letter, be careful to remember that conciseness is very important.

Body (Cont.)



- In the first paragraph, consider a friendly opening and then a statement of the main point.
- The next paragraph should begin justifying the importance of the main point.
- In the next few paragraphs, continue justification with background information and supporting details.
- The closing paragraph should restate the purpose of the letter and, in some cases, request some type of action.

The Reference

Give a reference for the reason you are
writing

- With reference to your advertisement in the *Times*,
- your letter of 23 rd March,
- your phone call today,
- Thank you for your letter of March 5 th

The Reason for Writing



- I am writing to enquire about
- I am writing to apologize for
- I am writing to confirm

Requesting



- Could you possibly?
- I would be grateful if you could

Agreeing to Requests

- I would be delighted to

Giving Bad News

- Unfortunately
- I am afraid that

Enclosing Documents

- I am enclosing
- Please find enclosed
- Enclosed you will find

Closing Remarks (Courtesy line)



- Thank you for your help.
- Please contact us again if we can help in any way.
- If there are any problems.
- If you have any questions.

Reference to Future Contact



- I look forward to ...
- hearing from you soon.
- meeting you next Tuesday.
- seeing you next Thursday.

Closing



- ❑ The closing begins at the same horizontal point as your date.
- ❑ One line after the last body paragraph.
- ❑ Capitalize the first word only (i.e., Thank you)
- ❑ Leave four lines between the closing and the sender's name for a signature.
- ❑ Put your position if you would like to.

Closing (Cont.)



- If a colon follows the salutation, a comma should follow the closing
- otherwise, there is no punctuation after the closing.

Complimentary Close



- ☐ Yours faithfully, (If you don't know the name of the person you're writing to)
- ☐ Yours sincerely, (If you know the name of the person you're writing to)
- ☐ Best wishes,
- ☐ Best regards, (If the person is a close business contact or friend)

Typist Initials can be indicated here

If the letter is dictated by one person but signed by another:

Yours faithfully,

Diana Childs


(signature)

Pp Nicola Dunnet

Sales Manager

Pp = per pro/curationem

Name of the organisation above the
name of the signatory



For Basset and Higgins Ltd

Desmond Kelly

Marketing Director

Enclosures Notation

- If you have enclosed any documents along with the letter, such as a resume, you indicate this simply by typing Enclosures one line below the closing.
- As an option, you may list the name of each document you are including in the envelope.

Enclosures

Enc.

Copy Notation



- If you are sending a copy of the letter to another person or company, include that information at the bottom of the page.
- It should have the letters **cc** or **bcc** (fyi) in front of the information.

cc. Prof. S. Johnson

Postscript



The postscript is used to add an afterthought.

In sales letters, it is used mainly as added punch.

Use the initials PS before the message.

Format



- When writing business letters, you must pay special attention to the format and font used.
- The most common layout of a business letter is known as block format.
- Using this format, the entire letter is left justified and single spaced except for a double space between paragraphs.

Format Cont.

- Another widely utilized format is known as modified block format.
- the body of the letter is left justified and single-spaced.
- the date and closing are in alignment in the center of the page.

Format Cont.

The final, and least used, style is semi-block.

It is much like the modified block style except that each paragraph is indented instead of left justified.

PAGE SETUP

- ❑ Leave a good margin on both sides (2-5cm) and on top and bottom (3-5cm)
- ❑ Use quality paper for both your letter and envelope
- ❑ Use a good printer, preferably a laser printer, to achieve the best possible effect
- ❑ Eliminate spelling and grammar errors