How to Write a Business Letter

Please have out the following materials:

- 1. Your organization's address
- 2. Business Letter worksheet



The iPhone nano just came out, Scenario: and of course, as one who keeps up with technology, you were the first in line at Best Buy to buy it (because who wants to pay and all cingular 😤 wait for shipping?).



iPhone

iPhone Nano

il cingular

10:15 AM

Attl cingular 10:15 AM

iPhone Shuffle

(will arrive 2010)

Problem: There are major glitches with your new iphone nano. Your awesome touch screen freezes every five seconds, the internet connection isn't compatible with your wireless network at home...and



What do you do now??

First, you attempt to call Apple's toll-free customer service number.



But we all know after an hour of waiting on the phone to talk to a service agent, we would all rather write a couple of Ms. Tsai's Romeo and Juliet journal entries.



Another way to get your frustrations heard is writing a letter a BUSINESS LETTER.



But...we've never written one, Ms. Tsai.

Audience – who are you writing to?

Friendly Letter:







Family

Consider Pig's letter to his girlfriend, Pigita:



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Remember, you are writing a formal letter to your organization.

What is TONE?

the overall attitude a writer projects toward the reader and the subject matter.

How do we create a FORMAL tone?

Sentence structure, formality and specificity of vocabulary, and neatness all contribute to a letter's tone.

Formal versus Informal:







Compare the following conversations:

Vanessa, your BFF since 6th grade, wants to know all about your date with Tommy last night.

Vanessa: *TELL* me all about it!!

Me: Okay, like, oh my goodness, he showed up with a dozen roses and took me to this bomb restaurant, and we totally hung out at the pier.

Vanessa: Shut up!!

Me: Serious!

Now at dinner with your grandparents, they somehow found out about Tommy and want to know all about your date:

Grandma: How was your date last night, dear?

Me: It was delightful, Grandma. Tommy was a gentleman.

Grandpa: Of course he would be – only the best for my granddaughter.

Me: Tommy took me to Cheesecake Factory and then we went for a walk on the pier.

Grandma: Well, isn't that sweet!

Purpose – why are you writing this letter?

Your purpose is to ask your organization for information about your career.







LUNCH & DINNER Monday - Wednesday Lunch: 11:30 am - 2:00 pm Dinner: 6:30 pm - 9:00 pm

Reservations welcome 310.314.6057

2900 31st Street | Santa Monica, CA 90405-3035

Sample Business Letter

L	1234 Melrose Street San Diego, CA 92127 December 10, 2002]	Heading Type the writer's addres the current date	ss (no name), followed by
	Ms. Helen Moss Poway Unified School Bos	<i>Four to seven spaces</i>	Inside address Type the name and add	Iress of the receiver
	13626 Twin Peaks Road Poway, CA 92064-3098 Dear Ms. Moss:	Double space	Salutation Begin with Dear, end wi	ith a colon.
/le t you it at ek	you regarding the recent by District. I am concerned to the same, and in doing so, not to ban soda sales. Do Our schools desperately no such profits, we will have g Furthermore, the ban migh to combat the problem of lifestyles, not use quick-sol refuse to sell sodas but still Schools instead should bet their own. As you can see, banning the inadequate solution for tee topic that gives evidence to	Double space the Poway Unified School Dist an on soda sales in the Los Ang hat the Poway Unified School I will be making a grave mistake. When space between paragrap ted the money brought in by so greater difficulty supporting the n not even work, since banning childhood obesity. Students sh ution diets. In addition, it woul offer foods like pizza, French ter educate students on how to the sale of sodas on high school of n health problems. I have enclo o support my claim. Please read on whether to enforce a soda b Double space	reles Unified School District will attempt to do There are many reasons the da sales. If we sacrifice events they fund. soda sales is not enough ould adopt healthier ld be hypocritical to fries, and doughnuts. make healthy choices on campuses would be an osed an essay on this in my essay, and when you	Body The first questions states the letter's subject and purpose. It answers the question: Why are you writing this letter? The middle presents details of the message. The ending requests action, shows appreciation, or motivates the receiver. It answers the question: What do you want the reader to do?
000	Sincerely yours,	•	Compliment Capitalize the	ary closing 1 st word; end with a comma.
ess	Sean Kosmo	Four spaces		
	Sean Kosmo Student Enclosure cc: Mr. Lopez, Poway Uni	<i>Double space</i> fied School Board member	typed name. Indicate whether yo	blue or black ink above your ou are including enclosures ies of the letter to others.

Business Letter in Block Style

(notice that you don't indent at all in a block style business letter)

1. Margins: the space around your letter.

1. Go to "File."

2. Scroll down to "Page Set-Up"

3.	On the
	"Margins" Tab,
	Put "1-Inch" for
	the top, bottom,
	left, and right
	margins.

1234 Melrose Street San Diego, CA 92127 December 10, 2002	_	Heading Type the writer's addre the current date	iss (no name), followed by
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13626 Twin Peaks Road Poway, CA 92064-3098	Double space	Salutation Begin with Dear, end w	rith a colon.
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Jean Rosmo	Four spaces	La manada da manada d	
Sean Kosmo Student	Double space		blue or black ink above your
Enclosure cc: Mr. Lopez, Poway Unified S			ou are including enclosures bies of the letter to others.

2. You need your own address.

This part goes in the "heading" section.

Underneath your address, put the date.

Skip **four** lines.



3. Put your organization's address in the "inside address"

Double space. <

1234 Melrose Street San Diego, CA 92127 December 10, 2002		Heading Type the writer's addre the current date	ss (no name), followed by
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Sean Kosmo Student Enclosure	Double space	Signature lines Sign your name in typed name.	blue or black ink above your
	fied School Board member		ou are including enclosures bies of the letter to others.

Sample Business Letter



Dear Ms. Smith (or whoever is the head of your organization)

Use Ladies and **Gentlemen when** name is unknown

Double space.

5. Body: State your purpose for writing this letter. Be formal and polite; the organization is doing YOU a favor by sending you the information.

1234 Melrose Street San Diego, CA 92127 December 10, 2002 <i>Four to seven spaces</i> Ms. Helen Moss Poway Unified School Board Member 13626 Twin Peaks Road Poway, CA 92064-3098 <i>Double space</i> Dear Ms. Moss: <i>Double space</i> I am currently a student in the Poway Unified School Dis	the current date Inside address Type the name and ad Salutation Begin with Dear, end w	vith a colon.
you regarding the recent ban on soda sales in the Los An District. I am concerned that the Poway Unified School the same, and in doing so, will be making a grave mistake not to ban soda sales. Double space between paragra Our schools desperately need the money brought in by so such profits, we will have greater difficulty supporting the Furthermore, the ban might not even work, since bannin, to combat the problem of childhood obesity. Students sl lifestyles, not use quick-solution diets. In addition, it wou refuse to sell sodas but still offer foods like pizza, French Schools instead should better educate students on how to their own.	geles Unified School District will attempt to do There are many reasons phs oda sales. If we sacrifice e events they fund. g soda sales is not enough hould adopt healthier ald be hypocritical to fries, and doughnuts.	Body The first questions states the letter's subject and purpose. It answers the question: Why are you writing this letter? The middle presents details of the message. The ending requests action, shows appreciation, or motivates the receiver. It answers the question: What do you want the reader to do?
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Sean Kosmo Student Enclosure cc: Mr. Lopez, Poway Unified School Board member	typed name. Indicate whether y	blue or black ink above your ou are including enclosures bies of the letter to others.

You may or may not have more than one paragraph. If yo do, between each paragraph, be sure to double space.

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Enclosure typed name.		Student	D 11		blue or black ink above your	
cc: Mr. Lopez, Poway Unitied School Board member Indicate whether you are including enclosures		Enclosure	Double space			

Sample Business Letter

the	gin your heading 1 to 1.5 inches from top of your paper. Side margins should o be 1 to 1.5 inches.		
	1234 Melrose Street San Diego, CA 92127 December 10, 2002	Heading Type the writer's addrea the current date	ss (no name), followed by
6. Closing: Your	Four to seven spaces Ms. Helen Moss Poway Unified School Board Member	Inside address Type the name and add	dress of the receiver
Sincerely	13626 Twin Peaks Road Poway, CA 92064-3098 Dear Ms. Moss: Dear Ms. Moss:	Salutation Begin with Dear, end w	ith a colon.
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that is where you would sign your name.	Sean Kosmo Student Double space Enclosure cc: Mr. Lopez, Poway Unified School Board member	typed name. Indicate whether yo	blue or black ink above your ou are including enclosures ies of the letter to others.

Your assignment tonight:

- 1. Type up your business letter.
- 2. Follow the format in your Writing Handbook on Page 29.
- 3. Your letter is due tomorrow.

