



BUSINESS LETTER





Writing

Experienced
managers

businessmen

every educated
person

Five main steps in creating an effective business letters



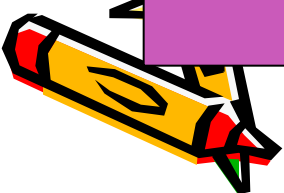
Identify your aims

Establish the facts

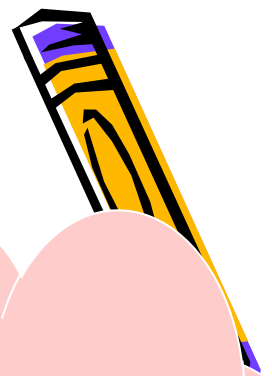
Know the recipient of the letter

Create a sample copy

Decide on the layout of the letter



3 aspects:



- Format
 - blocked
 - modified blocked
 - semi-blocked
- Prose
- Accuracy

Dear Kate,
I want to tell you how sorry I'm about what happened yesterday. I didn't mean to hurt you and I'm really sorry I made you feel sad.

Why don't we meet next Sunday just to have a good friendly talk?

I hope you'll forgive me.
I want to say again how sorry I'm

Love,
Max



Letter Layout

Includes

Letterhead

Name and
address
of the
recipient

Date
line

Salutations

Communication

Closing

Enclosures

Signature

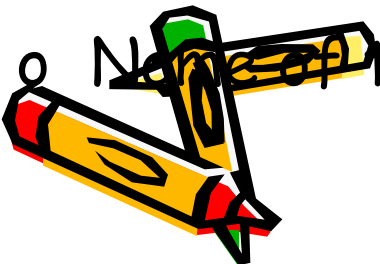
How to Write an Address



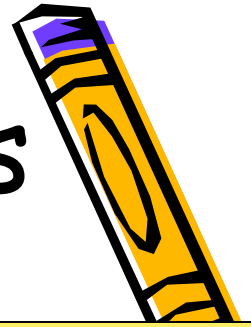
In Great Britain

- o Title and name of the addressee
- o Position in the company
- o Name of the company
- o Number of the building
- o Name of the street
- o Name of the city, town or locality
- o Postal district abbreviation*
- o Postal service head-office abbreviation and number*
- o Name of the country

Ms. J. Simpson
Chief Manager
Chapman & Hall Plc.
11 New Fetter Lane
London EC4P 4EE
England



How to Write an Address



In the USA

- o Title and name of the addressee
- o Position in the company
- o Name of the company
- o Number or name of the building
- o Name of the street
- o Name of the city, town or locality
- o *Name of the state*
- o *Postal index*
- o Name of the country

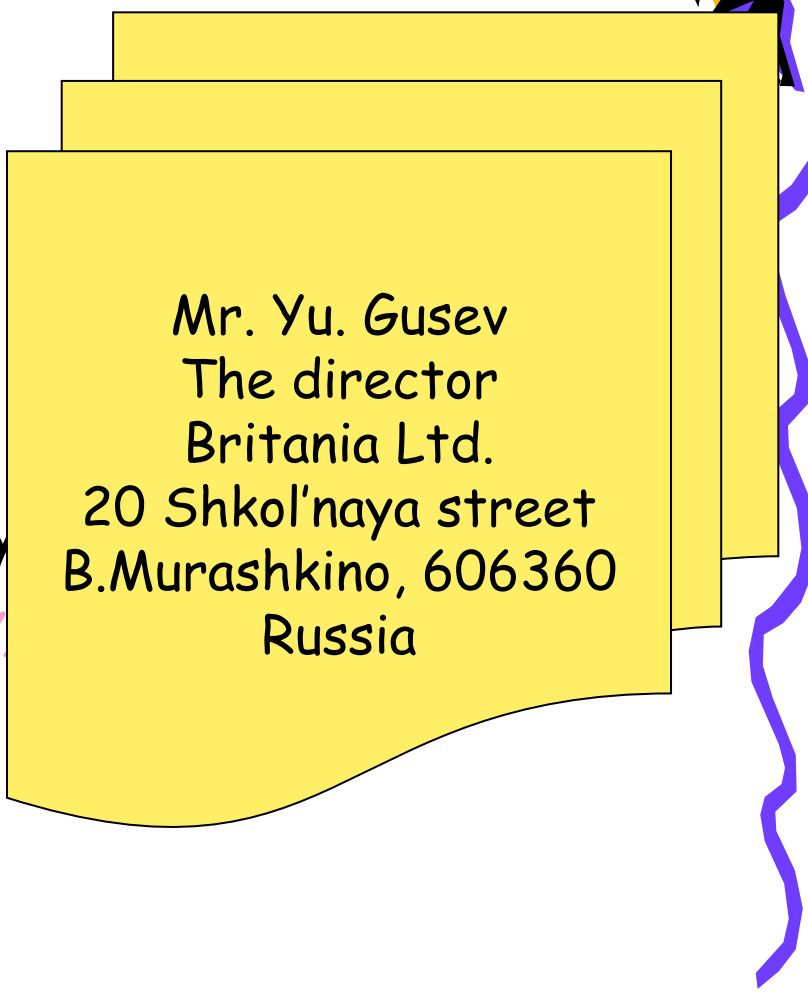
Ms. A. Arafel
Production Manager
McCraw-Hill Book Inc.
1221 Avenue of the
Americas
New York, NY 10020
USA



How to Write an Address

In Russia

- o Title and name of the addressee
- o Position in the company
- o Name of the company
- o Number or name of the building
- o Name of the street
- o Name of the city, town or locality
- o *Name of the region (if necessary)*
- o *Postal index*
- o Name of the country



Mr. Yu. Gusev
The director
Britania Ltd.
20 Shkol'naya street
B.Murashkino, 606360
Russia



Postal service abbreviations



AK (Alaska)
AL (Alabama)
AR (Arkansas)
AZ (Arizona)
CA (California)
CO (Colorado)
GA (Georgia)
HI (Hawaii)
ID (Idaho)
IL (Illinois)
IN (Indiana)

MD (Maryland)
ME (Maine)
MI (Michigan)
MN (Minnesota)
MT (Montana)
NB (Nebraska)
SC (South Carolina)
SD (South Dakota)
TN (Tennessee)
TX (Texas)
UT (Utah)



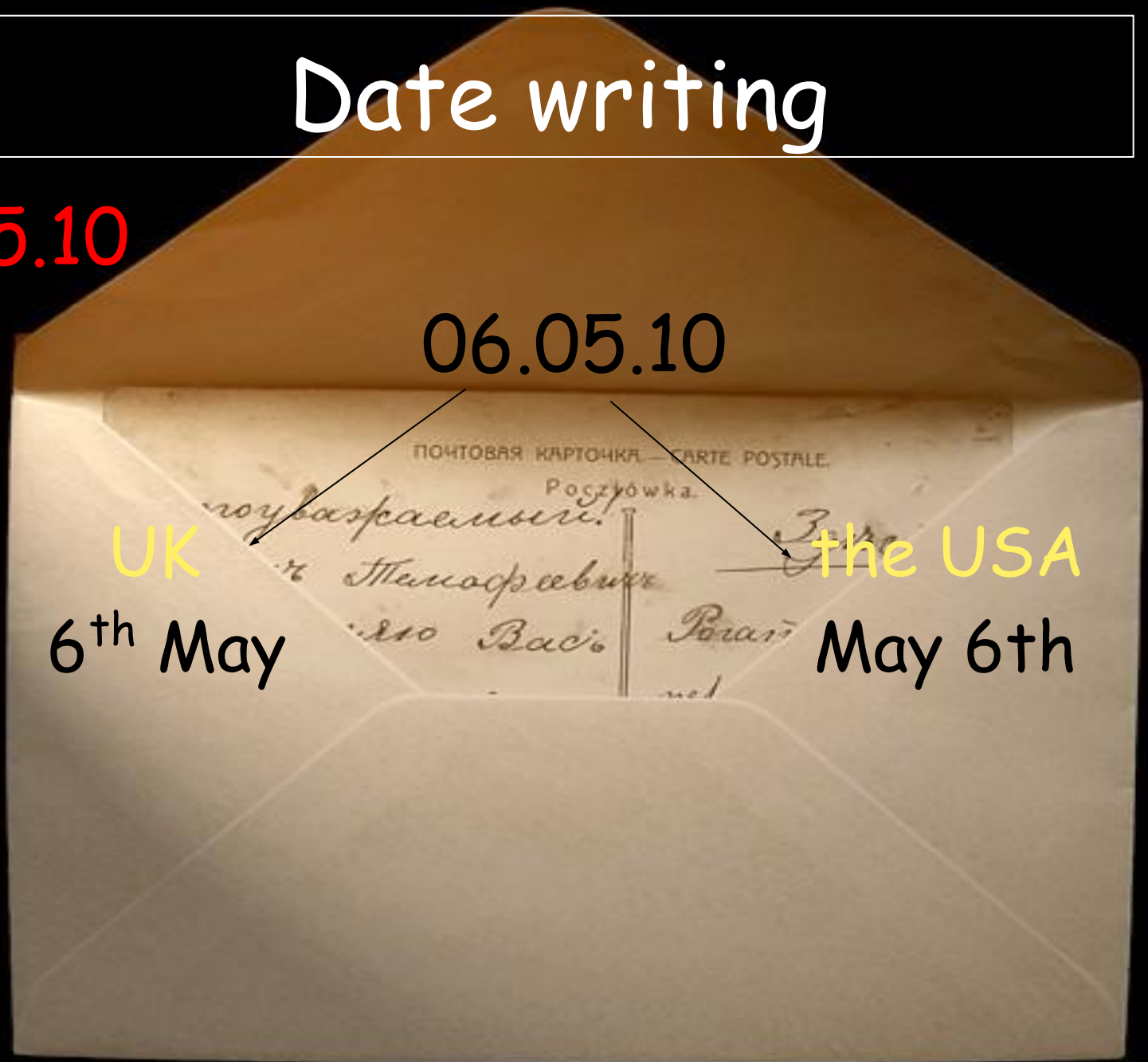
Date writing

06.05.10

06.05.10

UK
6th May

the USA
May 6th



Salutation

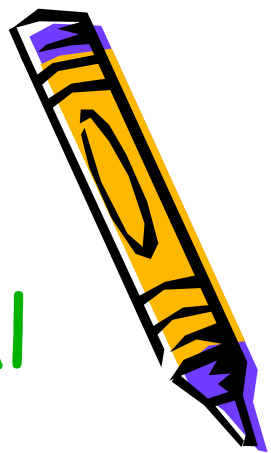
Salutation

Formal

Informal

Mr. Davies
Dear Mr.
Morgan

Dear Mary
Dear Chris
Morgan



Closing

«Yours sincerely» □ a person you've met or talked to.

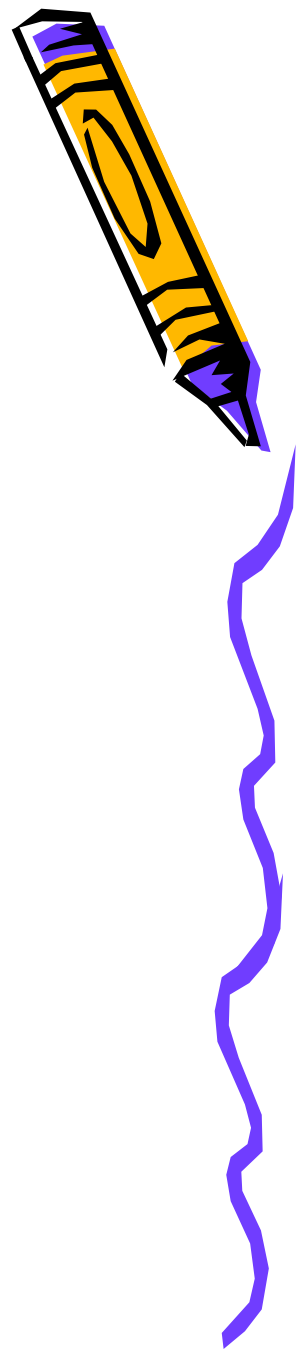
«Yours faithfully» □ to people you don't know.

«Sincerely yours» and «Yours truly» □ are American ways of closing letters



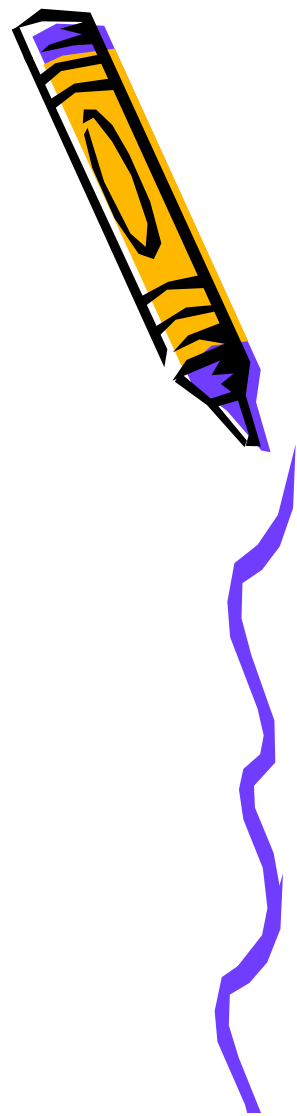
Word combinations in business letter

- ❖ 8: a.m. in the morning = 8:00 a.m.
- ❖ At this point of time = now
- ❖ Both together = both
- ❖ Bring to an end = end
- ❖ During the time that = while
- ❖ Enclosed herein = enclosed



Word combinations in business letter

- ❖ For the purpose of = to
- ❖ For the sum = for
- ❖ Give an answer = to answer
- ❖ Have an ability to = can
- ❖ On the occasion of = on
- ❖ Take into consideration = consider



Thank-you letter

a plan of letter

- Your address
 - Date
 - Name and address you are to
 - Greeting
 - Mention the date. Remind of the position for which you were interviewed
 - Restate your interest in the position, strengths, experience, skills, accomplishments and slant
 - Third paragraph: thank the employer for the time and consideration.
- Close with a suggestion for further action. Provide your phone number
- Closing

The date

Your address

100 Fine Street
Albany, NY 12200

October 8, 2002
Ms Taylor
Research and Development Manager
Computer Company
1234 Central Avenue
Albany, NY 12200

The name and the
address you are
writing to

The
greeting

Second
paragraph

First paragraph

Dear Ms Taylor:

I thank you for interviewing me for the position of Programmer in your Research and Development Department. I look forward to hearing from you and I learned a lot about your company.

I have the qualifications and I'm sure that this position is very interesting necessary to work effectively with your team. I'm sure especially pleased to know that you use the same programming language that I used at my previous job.

This position is very interesting. If you need any additional information, please contact me at the telephone number (555-6) 784-795-52. Enjoyed meeting with you.

Third
paragraph

Sincerely your,
James Smith

The closing