



BUSINESS LETTER



A black and white photograph of a hand holding a pen, writing on a document. The document contains faint, illegible handwriting. The word "Writing" is overlaid in white text at the top center. Three lines radiate from the word "Writing" to the words "Experienced managers", "businessmen", and "every educated person" below. The words "Experienced managers" are in pink, "businessmen" is in green, and "every educated person" is in blue.

Writing

Experienced
managers

businessmen

every educated
person

Five main steps in creating an effective business letters



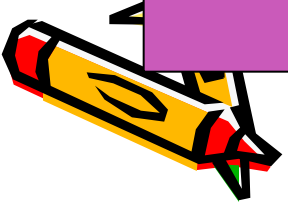
Identify your aims

Establish the facts

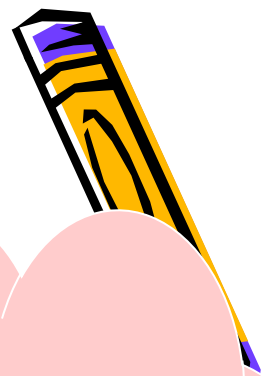
Know the recipient of the letter

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

Salutations

Communication

Closing

Enclosures

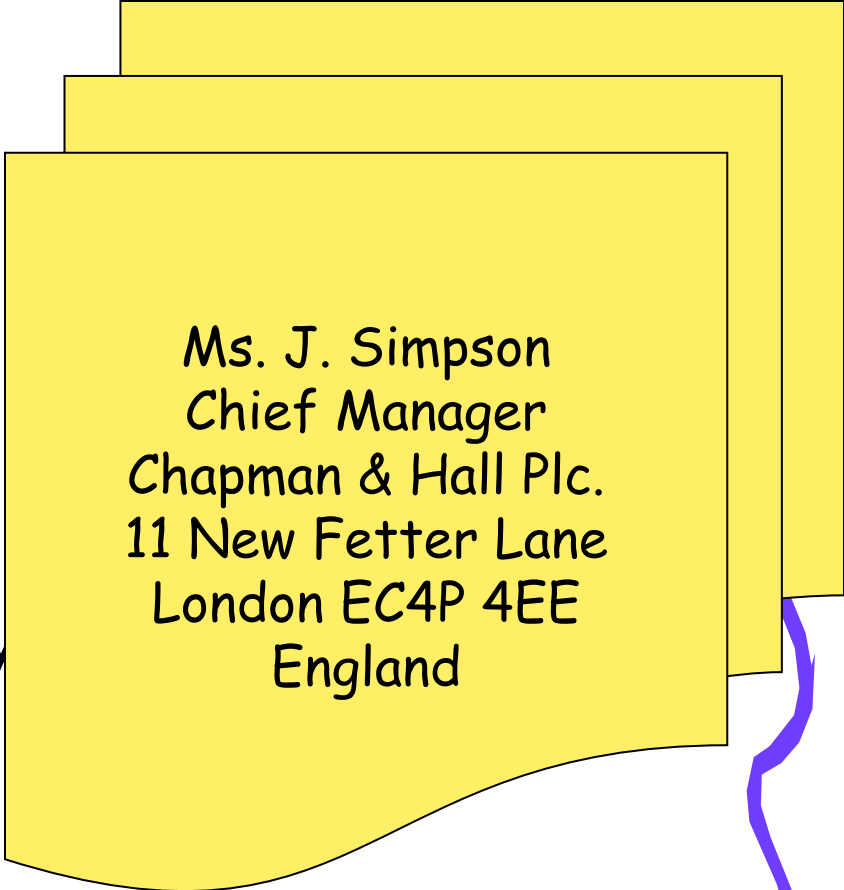
Signature

How to Write an Address

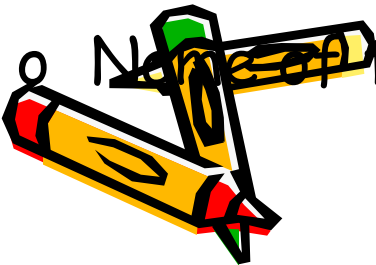


In Great Britain

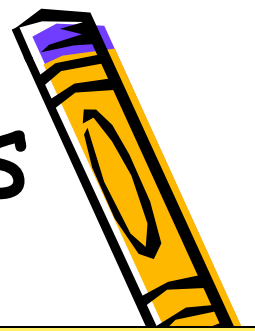
- o Title and name of the addressee
- o Position in the company
- o Name of the company
- o Number of the building
- o Name of the street
- o Name of the city, town or locality
- o *Postal district abbreviation*
- o *Postal service head-office abbreviation and number*
- o Name of the country



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



How to Write an Address

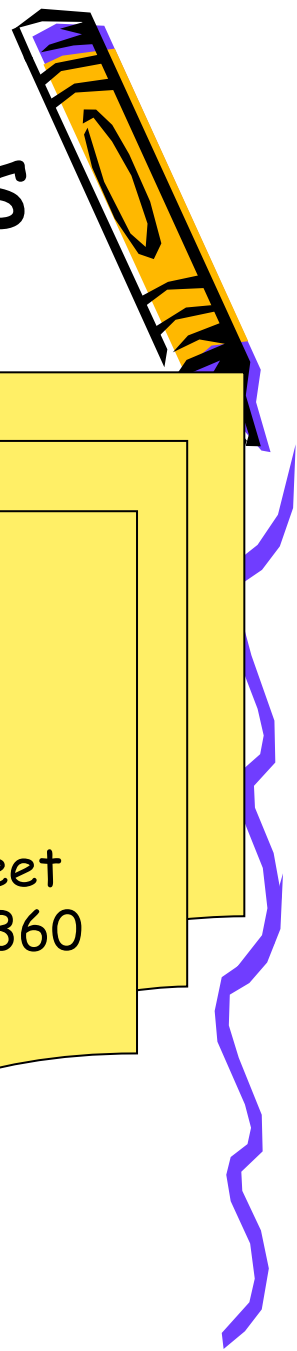


In the USA

- 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



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)



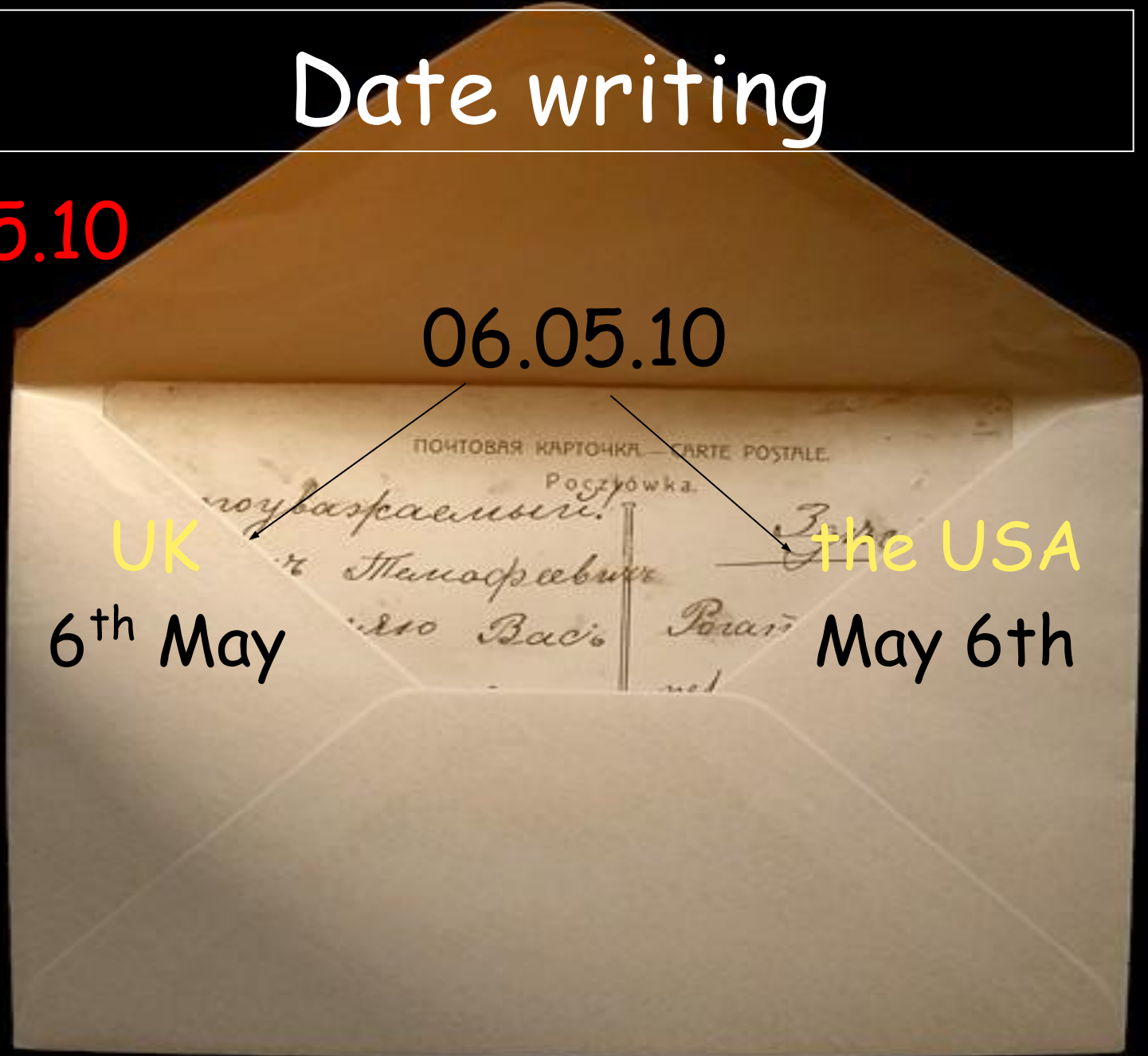
Date writing

06.05.10

06.05.10

UK
6th May

the USA
May 6th

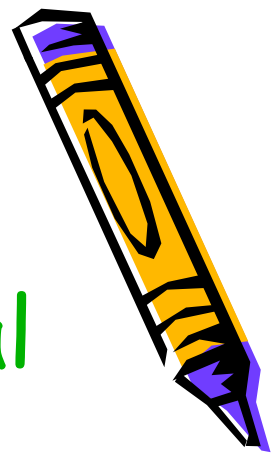


Salutation

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



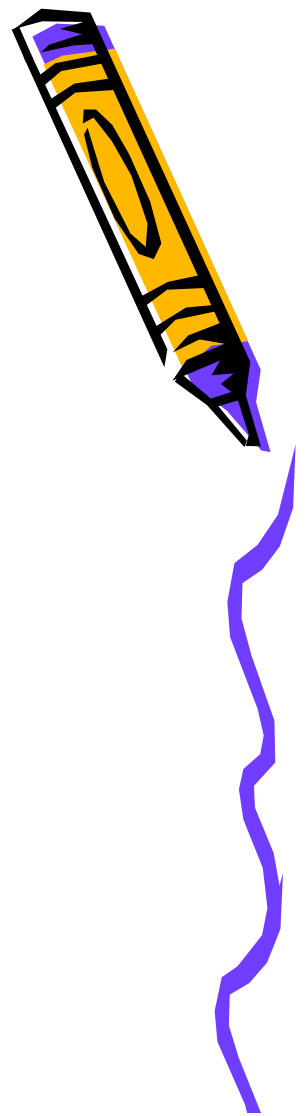
Word combinations in business letter

- ❖ 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 employed for the time and consideration.
- Close with a suggestion for further action. Provide your phone number
- Closing

100 Fine Street
Albany, NY 12200

The date

Your address

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