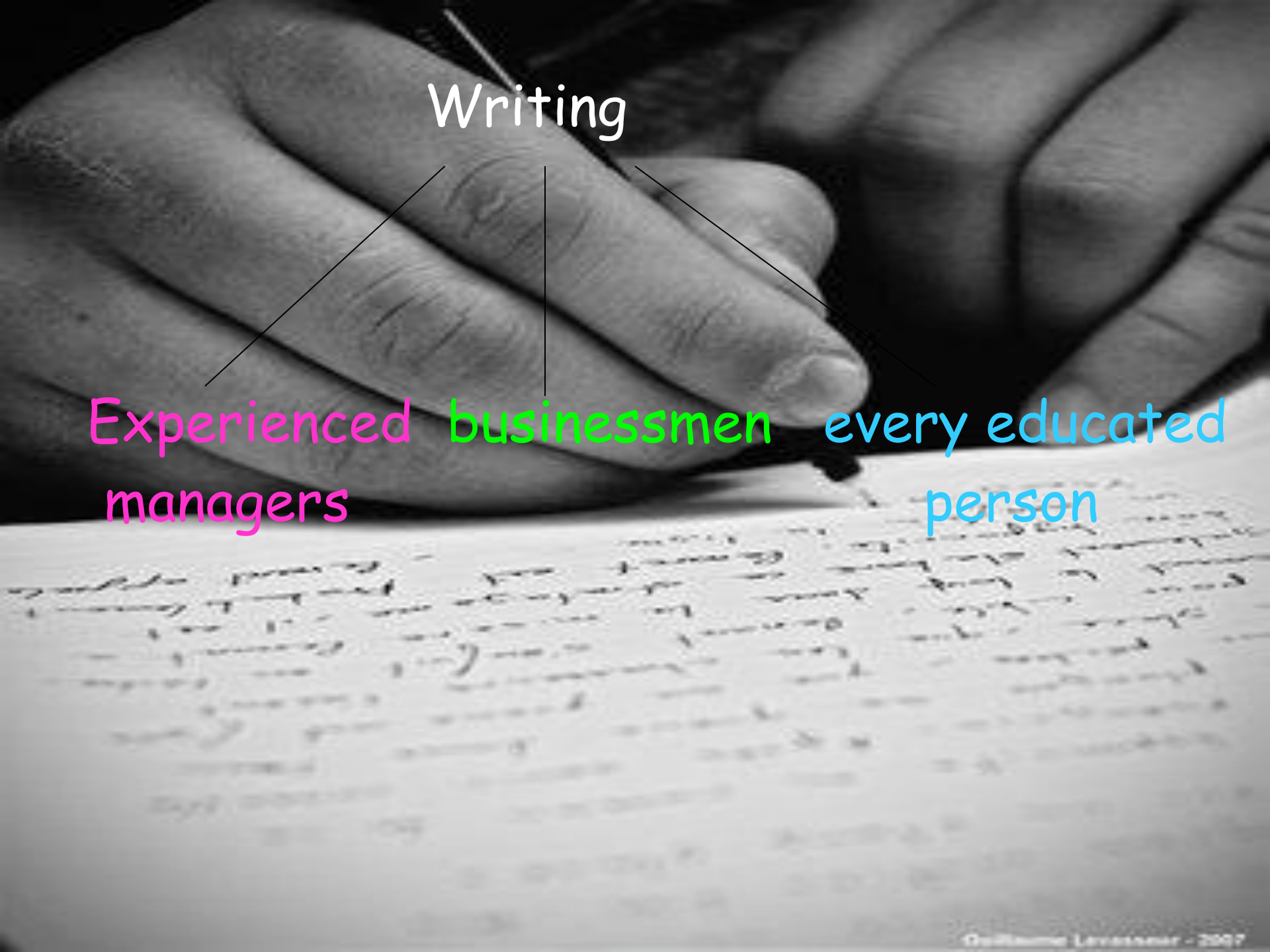
BUSINESS LETTER


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 acpects:

- 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

Dateline

Salutations

Communication

Enclosures

Closing

Signature

How to Write an Address

In Great Britain

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

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

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

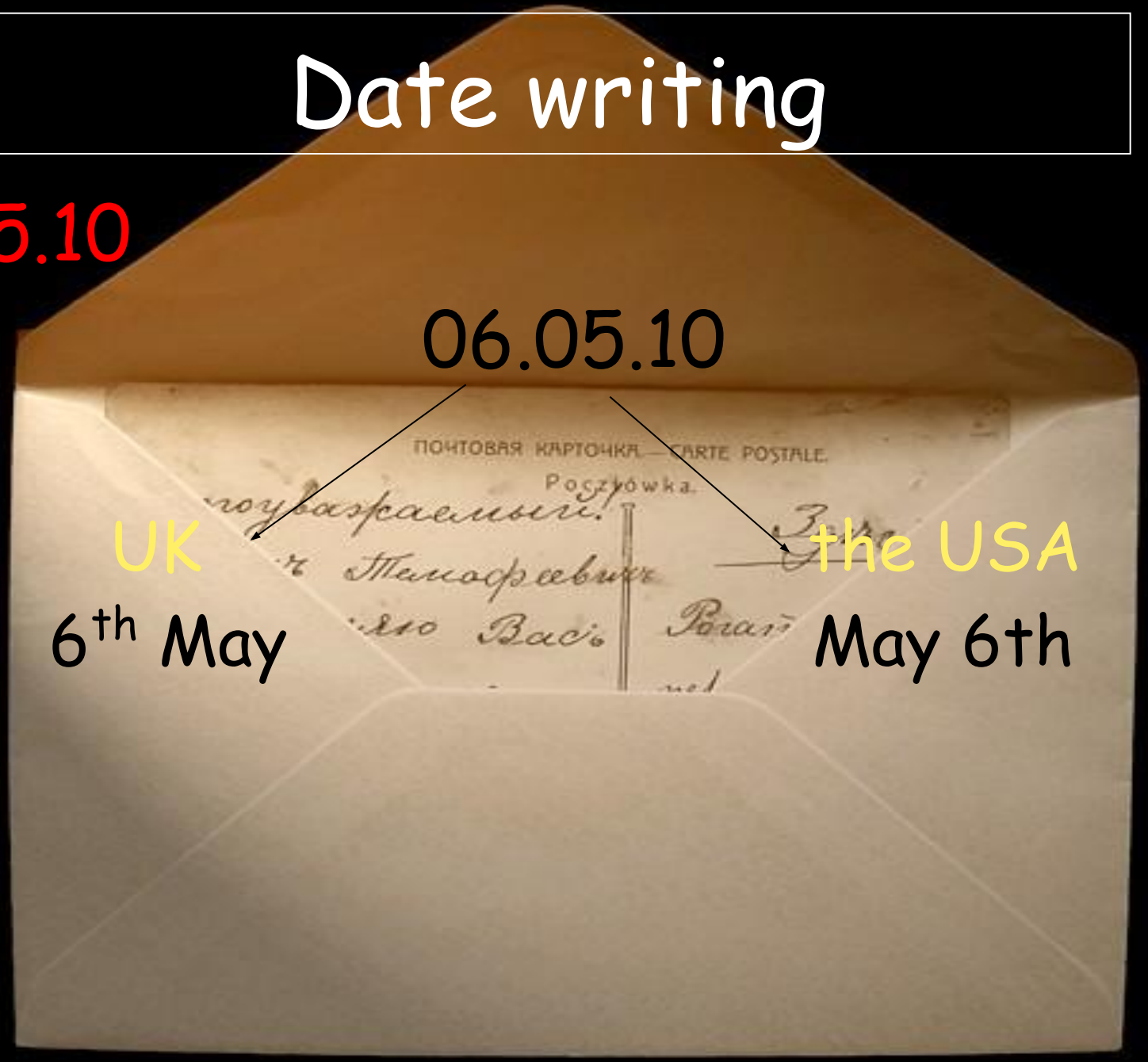
06.05.10

UK

6th May

the USA

May 6th



Salutation

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

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