



PARTS OF A BUSINESS LETTER

Writing hints of business letter parts





HEADING OR LETTERHEAD

THE HEADING OF A LETTER IS SIMPLY THE PRINTED LETTERHEAD ON THE COMPANY STATIONARY GIVING THE COMPANY NAME, ADDRESS(ES), PHONE NUMBER(S), THE NAME OF AN OFFICER OR CORRESPONDENT.

IF THERE IS NO PRINTED LETTERHEAD, TYPE THE COMPANY NAME, ADDRESS, AND PHONE NUMBER IN THE UPPER RIGHT-HAND CORNER OF THE PAPER ABOUT ONE AND ONE-HALF INCHES (~ 3.8 CM) FROM THE TOP AND FLUSH WITH THE RIGHT MARGIN.

Capital Supplies
8995 Camden Rd. • Williamsburg, WI 63094

DATELINE



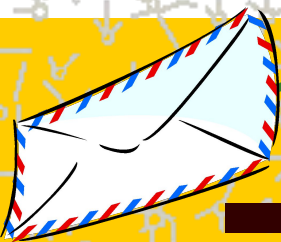
- April 17 20__
- April 17, 20__



The most common used

- 17 April 20__
- 17th April 20__





INSIDE ADDRESS

Mr. Alfred McKenna, Treasurer

The name, the title

Finance and Accounting Department

Company department (if any)

Warren, Hanson & Associates

Company name

459 Third Avenue

Mailing address

New York, New York 10017

Zip code

USA

Country



INSIDE ADDRESS

- When you need to address more than one person in a company, list their names in alphabetical order on separate lines.

Ms. Joan Sample
Mr. Norm Zuefle



INSIDE ADDRESS

STREET ADDRESSES AND P.O. BOX NUMBERS

- Suite, room, or apartment numbers follow the street address. They appear on the same line, separated by a comma.
- If you need to list both the street address and the post office box.
- Numbered streets ten and below are written out. Above ten, they are typed in figures
- Insert a hyphen between building and street numbers when both are written as figures.

6571 Duluth, Suite 407
Michigan City, Michigan 49254

973 West Ontario, Apt. 14
Miami, Florida 33139

Ace Hardware
260 Central Avenue
P.O. Box 117
Rosemont, Illinois 60018

Ace Hardware
P.O. Box 117
260 Central Avenue
Rosemont, Illinois 60018

Sixth Avenue

33rd Street

1435 – 33rd Street



REFERENCE LINES

ARE USED TO CALL SPECIAL ATTENTION TO THE SUBJECT OF THE LETTER OR SINGLE OUT A PARTICULAR PERSON TO WHOM THE LETTER IS ADDRESSED IN A COMPANY

Personal and Confidential (Personal or Confidential) is typed in initial capitals and underscored before the inside address

“**Attention**” is typed below the inside address. It is followed by a colon and are not underscored.

Personal and Confidential

**Ms. Jane Purdy, Vice
President
Trust Department
First National Bank of
Atlanta
900 Grove Street**

**Personnel Department
Western Utilities, Inc.
817 West Main Street
Denver, Colorado 80061**

**Attention: Reena Culver, Data
Processor**



REFERENCE LINES

“Subject” summarizes the topic of the letter in a few words. It is centered about two lines below the salutation, or in Simplified format, which has no salutation, it is typed three lines below inside address.

Some letters have a reference lines for use in further correspondence about the subject discussed in the letter. Type the reference number cited about four lines below the date and flush with the right margin. If a company also uses file reference numbers, type this number one line below the incoming reference. Such lines are often used to refer to documents, purchase orders, and other numbered items.

**Mr. Earl Jacobs, Sales Manager
Merchant’s Restaurant
633 South Dearborn
Leland, Kansas 67073**

**Subject: Delivery of red snapper
catch**

Letterhead

February 4, 200__

**Reference: P.O. #46-555-02
Our File Ref: Invoice #701**



SALUTATION

Dear Ms. (or Miss or Mrs.) Culver: If you know the name

Dear Mr. Jacobs:

Dear Frank:

If you don't know whether the recipient is a man or woman

Dear Sir or Madam:

Dear Sir (Sirs):

If you don't know the name

Dear Madam:

Ladies and Gentlemen:



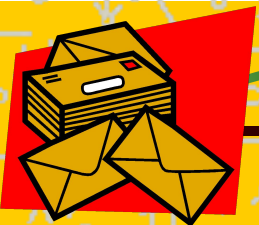
SALUTATION

Dear Personnel Director:

If you know the title

To Whom It May Concern:

If you don't know reader's
gender, use a nonsexist
salutation



BODY OF THE LETTER

IT IS BEST, EVEN FOR A SHORT LETTER, TO DIVIDE THE BODY INTO AT LEAST TWO OR THREE PARAGRAPHS.

PARAGRAPH

ONE
State your purpose

This part is usually a short paragraph. Anything too long will cause the reader to lose patience.

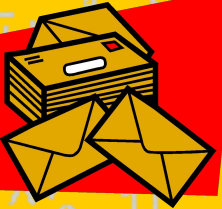
Begin with information that catches the reader's attention and refers to some need or interest of the reader. Refer to a previous letter, contact or document. Put the "you" into the letter.

PARAGRAPH

TWO
Explain what you want to happen or explain the information you have

It explains the information you are giving, or it explains what you want the recipient to do. It doesn't need to be elaborate, but it does need to include all of the information the recipient needs. If you have a lot of information, break it into short paragraphs, make a list or refer to an attachment. Underlining essential information is one way to highlight key points for your reader. Your letter should be organized to help the recipient understand what to know or what to do.

BODY OF THE LETTER



PARAGRAPH

THREE

**Request a dated
action, conclude or
thank
the reader for his
response**

It is usually a short paragraph. Depending on the purpose of the letter, it will do one of three things:

- **Conclude.**

In an informational letter, this allows you to point out the most important item or draw all your key points into one statement.

- **Request action.**

In letters that require a response, such as collection letters, you define the action you want the recipient to take. In this part, you tell the reader what to do and when to do it. Being vague gets vague results. Be specific.

- **Thank the reader.**

In some letters, this part is simply a thank you for the recipient's attention, response or concern.

Capital Supplies
8995 Camden Rd. • Williamsburg, WI 63094

October 2, 20XX

Lance Smith, Director
Terrance Trucking
P.O. Box 4440
Houston, TX 34598-4440

Dear Mr. Smith:

Thank you for your conscientious service. All 15 of your last shipments have arrived undamaged. We have never contracted with a supplier with as fine a record as yours. We appreciate the extra effort it takes to ship our order intact and on time.

Ted McCracken and Bob Smiley have delivered these shipments to our loading dock supervisor. I have attached copies of logs for your review. Note that the unloading time is approximately half of that from other shippers for a similar load. Ted and Bob frequently help our crew unload the crates. This additional service always comes with an exchange of jokes. Our crew collects laughs to compete with your drivers!

Doing business with your organization is a pleasure. You save us money by eliminating shipping waste and time by providing efficient drivers. Please accept the enclosed certificates of merit to Terrance Trucking, Ted and Bob, with our appreciation. We are confident in referring our customers and vendors to Terrance Trucking for their shipping needs.

Sincerely,

Cala Reginald
CLR:mjk
Enc. (10)



State Your Purpose

***Explain What You
Want to Happen or
Explain the
Information You
Have***

***Request a Dated
Action, Conclude,
Thank the Reader***

COMPLIMENTARY CLOSE



Dear Mrs. Smith:

.....
.....
.....

Sincerely yours,
Truly yours,
Sincerely,
Very truly yours,

Подпись ▲ **ОДНО ИЗ**

Ann Mac Donald
Должность

Dear Sir, Dear Sir/Madam,

.....
.....
.....

Yours faithfully,
Подпись

Ann Mac Donald
Должность



Dear Mrs Smith,

.....
.....
.....

Yours sincerely,
Подпись

Ann Mac Donald
Должность

Dear Sir, Dear Sir/Madam,

.....
.....
.....

Yours faithfully,
Подпись

Ann Mac Donald
Должность

COMPLIMENTARY CLOSE



If you refer to the recipient by his/her name
the letter should be ended



Sincerely yours



Yours sincerely



If you do not know the recipient's name and refer to him/her
Dear Sir/Madam, write



Yours faithfully



ENCLOSURE LINE and COPIES LINE

Enclosure line is used as a reference check by both the recipient and sender to make sure everything included in the letter was actually sent.

“Enclosures” or “Encl.” is typed two lines below the signature and flush with the left margin. If more than one item is enclosed, list the items or type the number of items in the parentheses. If you wish the reader to return any of the enclosures, type **(please return)** after the item.

If you wish to know the reader who else is receiving a copy of the letter, type “**Copy to**”, “**Copies to**” or “**cc**” (carbon copy), followed by names of persons receiving the copies. If you do not want the recipient to know you have sent copies of the letter to others, enter a blind copy notation (**bcc:**) *on the copies only*.

Sincerely,

Josef T. Crane
Josef T. Crane

Encl: (3)

Yours truly,

Helen C. LeFleur
Helen C. LeFleur
Manager

cc: Ms. Alice Walker
Mr. Hanley Edwards