

# Business letters

Layout, format and style

# Four Considerations of a Business Letter

1. Subject

2. Audience

3. Purpose

4.  
Style/Organization

# PARTS OF A BUSINESS LETTER

1. Letterhead or Heading	<p style="text-align: right;"><b>Compuvision Ltd</b></p> <p>1 Warwick House Warwick Street Forest Hill London SE23 1JF UK</p>
2. Reference (File Number (optional))	2 <i>Your ref.</i> 6 May 20— <i>Your ref.</i> DS/ MR
3. Date	3 <i>Date</i> 11 May 20—
4. Inside Address	4 Messers Pooles & Jackson Ltd Bredgade 51 DK 1260 Copenhagen K DENMARK
Attention Line (Confidential (optional))	5 <b>Attn. Ms Kaasen (Private and confidential)</b>
6. Salutation (optional)	6 Dear Ms Kaasen
7. Subject Line (optional)	7 <b>Non-payment of invoice 322/17</b>
8. Body of the Letter	8 <b>It appears from our records that, despite several reminders, the above invoice remains unpaid. Unless the account is cleared within 14 days from the date of this letter, we shall take legal actions.</b>
9. Complimentary Close (optional)	9 Yours sincerely
10. Signature	10 <b>MaryRaynor</b>
11. Per pro (optional)	11 p.p. Donald Sampson
12. Job title (optional)	12 Sales Manager
13. Enclosure (Added Information (optional))	13 <b>Enc.</b>
14. Copies	14 c.c. Messers Pooles & Jackson Ltd, Solicitors 15 PS

# British

TITLE	STATUS	COMPLIMENTARY CLOSE
Mr	married or unmarried male	Yours sincerely
Mrs	married female	Yours sincerely
Miss	unmarried female	Yours sincerely
Ms	married or unmarried female	Yours sincerely
Sir	male-name not known	Yours faithfully
Madam	female-name not known	Yours faithfully
Sir/Madam	when unsure whether you are addressing male or female	Yours faithfully
medical/academic/ military e.g. Dr/ Professor/ General	these titles do not change whether addressing a male or female	Yours sincerely

# AMERICAN

SALUTATION	COMPLIMENTARY CLOSE
<p>Dear Sir:</p> <p>Dear Madam: (may be followed by title, such as Dear Madam Chairperson:)</p> <p>Gentlemen:</p> <p>Ladies:</p> <p>Dear Mr. Bryan:</p> <p>Dear Ms. Gray:</p> <p>Ladies and Gentlemen:</p> <p>Dear Personnel Director: (a gender-free title)</p> <p>To Whom It May Concern: or TO WHOM IT MAY CONCERN:</p>	<p>Very truly yours,</p> <p>Respectfully,</p> <p>Sincerely yours,</p> <p>Cordially,</p> <p>Sincerely,</p>

# The Seven “C’s” of Style

1.  
Conversational.

2. Clarity.

3. Concise.

4. Complete.

5. Concrete.

6. Constructive.

7. Correct.



# Modified Block

<p style="text-align: center;"><b>Italics Unlimited</b> 231 W. 40th Street • Camden, NJ 08618 • (623) 555-2678 August 10, 20XX</p> <p>Terry Lancaster Capital Supply 657 Minden Ct. Des Moines, Iowa 54687</p> <p>Dear Mr. Lancaster:</p> <p>XX XX XXXXXXXXXXXXXXXXXXXXXXXXXXXX</p> <p>XX XX XXXXXXXXXXXXXXXXXXXX</p> <p style="text-align: right;">Sincerely,</p> <p style="text-align: right;"><i>Signature</i></p> <p style="text-align: right;">Joan McAllister</p> <p>JFM:eer</p>	<p><i>Letterhead</i></p> <p><i>Date (right of center)</i></p> <p><i>Inside Address</i> <i>(left margin)</i></p> <p><i>Salutation</i> <i>(2-3 spaces)</i></p> <p><i>Body</i> <i>(left margin with 2</i> <i>spaces between</i> <i>paragraphs)</i></p> <p><i>Complimentary Close</i> <i>(right of center)</i></p> <p><i>Signature (right of center)</i></p> <p><i>Typed Name</i></p> <p><i>Additional</i> <i>Information</i> <i>(left margin)</i></p>
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# Simplified

<p style="text-align: center;"><b>Italics Unlimited</b></p> <p>231 W. 40th Street • Camden, NJ 08618 • (623) 555-2678</p> <p>August 10, 20XX</p> <p>Terry Lancaster Capital Supply 657 Minden Ct. Des Moines, Iowa 54687</p> <p>SUBJECT: PRINTING SUPPLIES</p> <p>XX XX XXXXXXXXXXXXXXXXXXXXXXXXXXXX</p> <p>XX XX XXXXXXXXXXXXXXXXXXXX</p> <p><i>Signature</i></p> <p>Joan McAllister</p> <p>JFM:eer</p>	<p><i>Letterhead</i></p> <p><i>Date</i></p> <p><i>Inside Address</i></p> <p><i>Subject of Letter (highlight this summary line with capitalization, bold face or underlining)</i></p> <p><i>Body</i> <i>(2 spaces between paragraphs)</i></p> <p><i>Signature</i></p> <p><i>Typed Name</i> <i>Additional Information</i></p>
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# Hanging Indented

**Italics Unlimited**

231 W. 40th Street • Camden, NJ 08618 • (623) 555-2678

August 10, 20XX

Terry Lancaster  
Capital Supply  
657 Minden Ct.  
Des Moines, Iowa 54687

Dear Mr. Lancaster:

XX  
XX  
XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XX  
XX  
XXXXXXXXXXXXXXXXXXXX

Sincerely,

*Signature*

Joan McAllister

JFM:eer

*Letterhead*

*Date (right of center)*

*Inside Address  
(2-3 spaces)*

*Salutation*

*Body  
(indent second and  
subsequent lines in  
each paragraph)*

*Complimentary Close  
(right of center)*

*Signature (right of center)  
Typed Name (right of center)  
Additional Information  
(left margin)*

# Memo

## MEMORANDUM

Date: August 10, 20XX

To: Terry Lancaster

From: Joan McAllister

Subject: Printing Supplies

XX  
XX  
XX

XX  
XX  
XX

XX  
XX  
XX

*Signature*

Joan McAllister

JFM:eer

cc: Ted Kapstein, Marsha Little

*Memo Information  
(2-3 spaces)*

*Body  
(1 space between  
lines,  
2 spaces between  
paragraphs)*

*Signature (2-3 spaces)*

*Typed Name*

*Additional  
Information  
(left margin)*

# Typical email address

[dfranks@intchem.co.no](mailto:dfranks@intchem.co.no)

[corneyg@kingsway.ac.uk](mailto:corneyg@kingsway.ac.uk)

# email

The image shows a screenshot of an email client window. The window title is "email" and it has a standard Windows-style title bar with minimize, maximize, and close buttons. The interface includes a menu bar (File, Edit, View, Insert, Format, Tools, Actions, Help), a toolbar with various icons (Send, Print, Copy, Paste, Undo, Redo, Attach, Insert Link, Insert Image, Bold, Italic, Underline, Bulleted List, Numbered List, Decrease Indent, Increase Indent), and a font settings section (Arial, size 10, color, bold, italic, underline). The main content area is divided into three sections:

- Header information:** This section contains three fields: "To..." with the value "Compuvision Ltd", "Cc..." which is empty, and "Subject:" with the value "Quad sound systems".
- Message text:** This section contains the body of the email, which reads:

Dear Sir / Madam

Please would you send me details of your quad sound systems, advertised in the April edition of 'Sound Monthly'?

I am particularly interested in the Omega range.

I look forward to hearing from you.
- Signature block:** This section contains the sender's contact information:

Beatrix Kaasen (Ms)  
Bredgade 51  
DK 1260  
Copenhagen K  
Tel / Fax: (+45) 741583  
Email: kaasenb@intertel.net.dk

# Three techniques in using abbreviated forms.

- using a letter to stand for a sound ('c' = see)
- making a short form of a formal word ('yr' = your)
- using TLAs ('asap' = as soon as possible)

# TLAs (three-letter acronyms)

AFAIK	as far as I known
BFN	bye for now
BTW	by the way
COB	close of business
FYI	for your information
IOW	in other words
NRN	no reply necessary
OTON	on the other hand



## Formal/ Neutral

- Thank you for your email received 12 Feb.
- With regards/ reference to ...
- I would be grateful if you could ...
- We regret to advise you that ...
- Please accept our apologies for ...
- I was wondering if you could ...
- We note that you have not ...
- We would like to remind you that ...
- It is necessary for me to ...
- It is possible that I will ...
- Would you like me to...?
- However, .../In addition, .../ Therefore, ...
- If you require any further information, please do not hesitate to contact me.
- I look forward to meeting you next week.

## Informal

- Thanks for the email of 12 February
- Re ...
- Please could you ...
- I'm sorry to tell you that ...
- I'm sorry for
- Could you ...?
- You haven't ...
- Don't forget that ...
- I need to ...
- I might ...
- Shall I ...?
- But, .../ Also, .../ So, ...
- If you'd like more details, let me know.
- See you next week.

# What to Watch for in Proofreading

- Spelling
- Grammar
- Punctuation
- Names and numbers
- Formal

# Envelope

Flanagan's  Department Store  
12207 Sunset Strip  
Los Angeles, California 91417

Attention Ms Terry Roberts

Registered Mail

Ketchum Collection Agency  
1267 Holliwood Boulevard  
Los Angeles, CA 91401