

Business Writing

Getting Down to Basics!

nadiasmitha@uny.ac.id

Why do we communicate?

[Facebook's] whole theory is that people have real connections in the world. People communicate most naturally and effectively with their friends and the people around them.

~Mark Zuckerberg~

Mark Zuckerberg in Paris in 2008



Letter



Writing



Technical Letters

Writing a Business Letter

1. Form
2. Content

Format

- ▶ There are 2 basic formats for formal letters

- ▶ **Block Format**

The most common layout of a business letter is known as block format. Using this format, the entire letter is left justified and single spaced except for a double space between paragraphs.

- ▶ **Semi Block Format**

It is much like the modified block style except that each paragraph is indented instead of left justified.

- ▶ Microsoft Office 2000 - Letter Wizard can be used to format business letters. To access the Letter Wizard, click on the Tools menu and then choose Letter Wizard. The Wizard will present the three styles (2 mentioned here), just input the date, sender address and recipient address into the selected format.

Parts of a Business Letter

1. Date
2. Sender's Address
3. Insider Address
4. Salutation
5. Body
6. Closing
7. Enclosures
8. Typist Initials

Body

Dixie Cleverelle
SavbizCor Ltd
28 Green St., Suite 14
Upstate, NY 10947

Sender's Address

October 27, 2006

Date

Ms. Margaret Edwards
Barnelli Ltd
48 Stanstead Road
London SE27 1HF

Inside Address

For the Attention of Financial Manager

Dear Ms. Edwards:

Salutation

I wanted to take this opportunity to thank you for the excellent job you did in arranging financing for our project. We appreciate the fact that you made yourself available for discussion seven days a week. We were impressed by your thorough knowledge of financing and investment banking.

We have been dealing with our new financial institution for about a week now. The advantages of association with this institution are already apparent. I feel as though we have taken a quantum leap forward in progress.

I would not hesitate to retain your services again and to recommend your firm to any company seeking the best representation.

Sincerely yours,

D. Cleverelle

Closing

Dixie Cleverelle,
President

Parts of a Business Letter

Sender's Address

Including the address of the sender is optional.

Do not write the sender's name or title, as it is included in the letter's closing. Include only the street address, city and zip code.

Another option is to include the sender's address directly after the closing signature.

Dixie Cleverelle
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October 27, 2006

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Sincerely yours,

D. Cleverelle

Dixie Cleverelle,
President

Parts of a Business Letter

Date

The date line is used to indicate the date the letter was written. When writing to companies within the United States, use the American date format. Write out the month, day and year two inches from the top of the page.

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D. Cleverelle

Dixie Cleverelle,
President

Parts of a Business Letter

Inside Address

The inside address is the recipient's address. It is always best to write to a specific individual at the firm to which you are writing. If you do not have the person's name, do some research by calling the company or speaking with employees from the company.

Parts of a Business Letter

Inside Address (continued)

Include a personal title such as Ms., Mrs., Mr., or Dr. Follow a woman's preference in being addressed as Miss, Mrs., or Ms. If you are unsure of a woman's preference in being addressed, use Ms. If there is a possibility that the person to whom you are writing is a Dr. or has some other title, use that title.

Parts of a Business Letter

Inside Address (continued)

Usually, people will not mind being addressed by a higher title than they actually possess. To write the address, use the U.S. Post Office Format.

Dixie Cleverelle
SavbizCor Ltd
28 Green St., Suite 14
Upstate, NY 10947

October 27, 2006

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Barnelli Ltd
48 Stanstead Road
London SE27 1HF

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Sincerely yours,

D. Cleverelle

Dixie Cleverelle,
President

Parts of a Business Letter

Salutation

Use the same name as the inside address, including the personal title. If you know the person and typically address them by their first name, it is acceptable to use only the first name in the salutation (for example: Dear Lucy:). In all other cases, however, use the personal title and full name followed by a colon. Leave one line blank after the salutation.

Parts of a Business Letter

Salutation (continued)

If you don't know a reader's gender, use a nonsexist salutation, such as "To Whom it May Concern." It is also acceptable to use the full name in a salutation if you cannot determine gender. For example, you might write Dear Chris Harmon: if you were unsure of Chris's gender.

Body

Dixie Cleverelle
SavbizCor Ltd
28 Green St., Suite 14
Upstate, NY 10947

October 27, 2006

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Barnelli Ltd
48 Stanstead Road
London SE27 1HF

For the Attention of Financial Manager

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Sincerely yours,

D. Cleverelle

Dixie Cleverelle,
President

Parts of a Business Letter

Body

For block and modified block formats, single space and left justify each paragraph within the body of the letter. Leave a blank line between each paragraph.

When writing a business letter, be careful to remember that conciseness is very important.

Parts of a Business Letter

Body (continued)

In the **first paragraph**, consider a friendly opening and then a statement of the main point.

The **next paragraph** should begin justifying the importance of the main point.

Parts of a Business Letter

Body (continued)

In the **next few paragraphs**, continue justification with background information and supporting details.

closing paragraph

The should restate the purpose of the letter and, in some cases, request some type of action.

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28 Green St., Suite 14
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Sincerely yours,

D. Cleverelle

Dixie Cleverelle,
President

Closing

Parts of a Business Letter

Closing

The closing begins at the same horizontal point as your date and one line after the last body paragraph. Capitalize the first word only (for example: Thank you) and leave four lines between the closing and the sender's name for a signature.

A **comma** should follow the closing.

Parts of a Business Letter

Enclosures

If you have enclosed any documents along with the letter, such as a resume, you indicate this simply by typing Enclosures one line below the closing.

Parts of a Business Letter

Enclosures (continued)

As an option, you may list the name of each document you are including in the envelope. For instance, if you have included many documents and need to ensure that the recipient is aware of each document, it may be a good idea to list the names.

Essential Components of a Letter

Writer's Address



119 South Bend
Chico, CA 95926

November 1, 2009

Dr. Robert Cottrell
7806 Northway
Austin, TX 78752

Dear Dr. Cottrell:

This is where you will begin the first paragraph of your business letter. Do not indent any spaces in the block format. Start each line at the left margin. When you are ready you may go on to the second paragraph.

This is where you will begin the second paragraph of your business letter. Just like the first paragraph, there is no need for indentation. You should leave one line between the two paragraphs. Now you are almost done.

Sincerely,

Sue Timmons

Sue Timmons

▶ Personal Address


- ▶ Street address
- ▶ City
- ▶ State
- ▶ Zip Code

▶ Company Address

- ▶ Company's name
- ▶ Street address
- ▶ City
- ▶ State
- ▶ Zip Code

Date

- ▶ Full Calendar Date
 - ▶ May 31, 2009
 - ▶ 31May 2009
- ▶ 2-4 spaces



119 South Bend
Cliva, CA 95926

November 1, 2009

Dr. Robert Cottrell
7806 Northway
Austin, TX 78752

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Sincerely,

Sue Timmons

Sue Timmons

Reader's Address



- ▶ Address of the reader
 - ▶ Reader's Name
 - ▶ Reader's Title
 - ▶ Company Name
 - ▶ Company Street Address
 - ▶ Company City
 - ▶ Company State
 - ▶ Company Zip Code
- ▶ 2-4 spaces

119 South Bend
Chico, CA 95926

November 1, 2009

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7806 Northway
Austin, TX 78752

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Sincerely,

Sue Timmons

Sue Timmons

Salutation



119 South Bend
Chico, CA 95926
November 1, 2006

Dr. Robert Cottrell
7805 Northway
Austin, TX 78752

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Sincerely,
Sue Timmons ←
Sue Timmons

- ▶ IF you know the reader's name, salutation will be
 - ▶ First / Last Name
 - ▶ Followed by Colon
 - ▶ For example
 - ▶ Dear Mr. Smith:
 - ▶ Dear Ms. Jones:
 - ▶ Dear Miss / Mrs. Jones:
 - ▶ Dear Chris Evans:
- ▶ OTHERWISE
 - ▶ Use title
 - ▶ Dear Vice President:
 - ▶ Use department's name
 - ▶ Accounting Department:
- ▶ 2 spaces

Letter Body



119 South Bend
Chico, CA 95926

November 1, 2009

Dr. Robert Cottrell
7806 Northway
Austin, TX 78752

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Sincerely,

Sue Timmons

Sue Timmons

Includes

- ▶ Introductory Paragraph
- ▶ Discussion Paragraph
- ▶ Concluding Paragraph

2 spaces below salutation

2 spaces b/w paragraphs

Complimentary Close



119 South Bend
Chico, CA 95926

November 1, 2009

Dr. Robert Cottrell
7806 Northway
Austin, TX 78752

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Sincerely,

Sue Timmons

Sue Timmons

▶ Place a comma after complimentary close

▶ Preferred close is Yours Sincerely,

▶ 2 spaces below body



Signed Name



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Chico, CA 95926

November 1, 2009

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7806 Northway
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Sincerely,

Sue Timmons



Sue Timmons

▶ Sign your name legibly

Typed Name



119 South Bend
Chico, CA 95926

November 1, 2009

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Sincerely,

Sue Timmons

Sue Timmons



- ▶ Type your name
- ▶ Mention your title (Optional)
- ▶ 4 spaces below complimentary close

Optional Components of a Letter

ADDITIONAL

Subject Line

119 South Bend
Chico, CA 95926

November 1, 2009

Dr. Robert Cottrell
7806 Northway
Austin, TX 78752

Subject: LINGUISTIC CONFERENCE REGISTRATION PAYMENT

Dear Dr. Cottrell:

This is where you will begin the first paragraph of your business letter. Do not indent any spaces in the block format. Start each line at the left margin. When you are ready you may go on to the second paragraph.

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Sincerely,

Sue Timmons

Sue Timmons

ST:mm

Enclosure: August Status Report

Must have a topic & focus

Can be used instead of salutation

ALL CAPS

2 spaces below inside address

Writer's and Typist's Initials

119 South Bend
Chico, CA 95926

November 1, 2009

Dr. Robert Cottrell
7806 Northway
Austin, TX 78752

Subject: LINGUISTIC CONFERENCE REGISTRATION PAYMENT

Dear Dr. Cottrell:

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Sincerely,

Sue Timmons

Sue Timmons

ST:mm ←

Enclosure: August Status Report

cc: Marcia Rittmaster

If writer and typist are two different persons

- ▶ Writer's initials- ALL CAPS
- ▶ Typist's initials-LOWERCASE

Separate both initials with a colon

2 spaces below typed signature

Enclosure Notation

119 South Bend
Chico, CA 95926

November 1, 2009

Dr. Robert Cottrell
7806 Northway
Austin, TX 78752

Subject: LINGUISTIC CONFERENCE REGISTRATION PAYMENT

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Sincerely,

Sue Timmons

Sue Timmons

ST:mm

Enclosure: August Status Report

cc: Marcia Rittmaster



Enclose information as

- ▶ Enc.; OR
- ▶ Enclosure; OR
- ▶ Enclosures(2); OR
- ▶ Enclosure: August Report

2 spaces below writer's and
typist's initials

Copy Notation

119 South Bend
Chico, CA 95926

November 1, 2009

Dr. Robert Cottrell
7806 Northway
Austin, TX 78752

Subject: LINGUISTIC CONFERENCE REGISTRATION PAYMENT

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Sincerely,

Sue Timmons

Sue Timmons

ST:mm

Enclosure: August Status Report

cc: Marcia Rittmaster



For a copy of letter, write

- ▶ cc (complimentary copy)
- ▶ pc (photocopy)

For copies sent to other readers, write

- ▶ pc: Reader Ma,e

2 spaces below enclosure notation

Letter Formats

- ▶ **Full-block format**
 - ▶ All text typed on left margin
 - ▶ Spaces between paragraphs
- ▶ **Simplified format**
 - ▶ Same as full block format except
 - ▶ No Salutations
 - ▶ Subject Line introduced
 - ▶ No Complimentary Close

Full Block Format

1119 South Bend
Chico, CA 95926

November 1, 2009

Dr. Robert Cottrell
7806 Northway
Austin, TX 78752

Dear Dr. Cottrell:

Sincerely,

Sue Timmons

|
Sue Timmons

Simplified Format

1119 South Bend
Chico, CA 95926

November 1, 2009

Dr. Robert Cottrell
7806 Northway
Austin, TX 78752

Subject: PURCHASE OF BEACHFRONT PROPERTY

Sue Timmons

Sue Timmons

Classifications of business letters

- ▶ Positive
 - ▶ Customer relations letters responding favorably to a writer's request or complaint
 - ▶ Sales letters promoting a product
- ▶ Neutral
 - ▶ Letters requesting information about a product or service, placing an order, or responding to some action or question
- ▶ Negative
 - ▶ Customer relations letters refusing a request, saying no to an adjustment, etc.

Types of Letters

1. Letters of Inquiry
2. Sales Letters
3. Good-News Letters
4. Bad-News Letters
5. Complaint Letters
6. Adjustment Letters
7. Cover Letters

Assignment

1. find examples' types of letters.
2. two examples for each type.
3. give explanation to each letter.

Pay attention to both form and content.

Keyword e.g: inquiry letter for law field,etc

Your task must be sent to

nadiasasmita@uny.ac.id

Due in 3 days (Thursday afternoon)