Business Writing

Getting Down to Basics!

nadiasasmita@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
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.
Block Format

1-1.5” Margin

[Your Name] [Address]

[Date today]

Re: [To what this letter refers]

4 lines

<table>
<thead>
<tr>
<th>CERTIFIED MAIL</th>
<th>PERSONAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recipient’s Name</td>
<td>Company Name</td>
</tr>
<tr>
<td>Address</td>
<td></td>
</tr>
</tbody>
</table>

The main characteristic of full block letters is that everything (except maybe a preprinted letterhead) is flush with the left margin. Full block letters are a little more formal than semi-block letters.

1 line

If your letter is only one page, type the complimentary close and optional components as shown below. Otherwise, type them on the last page of your letter. For the components of continuation pages, click on the link below to go to page 2 of this letter.

1 line

Sincerely

[Signature] [Your Name, Title]

Identification Initials

Endorsements: [names]

c: [Name For Copy]

Semi-Block Format

1-1.5” Margin

[Your Name] [Address]

[Phone]

[Date today]

Re: [To what this letter refers]

4 lines

<table>
<thead>
<tr>
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<th>PERSONAL</th>
</tr>
</thead>
<tbody>
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</tr>
<tr>
<td>Address</td>
<td></td>
</tr>
</tbody>
</table>

Modified semi-block letters are the same as modified block letters, except the paragraphs are indented. Modified semi-block business letters are a little less formal than full block letters.

1 line

If your letter is only one page, type the complimentary close and optional components as shown below. Otherwise, type them on the last page of your letter. For the components of continuation pages, click on the link below to go to page 2 of this letter.

1 line

Sincerely

[Signature] [Your Name, Title]

Identification Initials

Endorsements: [name]

c: [Name For Copy] [Name For Copy]
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
Dixie Cleverelle
SavbizCor Ltd
28 Green St., Suite 14
Upstate, NY 10947

October 27, 2006

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

For the Attention of Financial Manager

Dear Ms. Edwards:

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

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

October 27, 2006

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

For the Attention of Financial Manager

Dear Ms. Edwards:

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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.
Dixie Cleverelle  
SavbizzCor Ltd  
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Upstate, NY 10947  

October 27, 2006  

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48 Stanstead Road  
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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  
SavbizzCor 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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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.
Dixie Cleverelle  
SavbizCor Ltd  
28 Green St., Suite 14  
Upstate, NY 10947  

October 27, 2006  

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

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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.
Dixie Cleverelle  
SavbizoCor Ltd  
28 Green St., Suite 14  
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October 27, 2006  

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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
Personal Address
- Street address
- City
- State
- Zip Code

Company Address
- Company’s name
- Street address
- City
- State
- Zip Code

33 South Bond
Chico, CA 95926

November 1, 2009

Dr. Robert Correll
7015 Northway
Austin, TX 78752

Dear Dr. Correll:

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
Hi Dr. Robert Cornel
7805 Northway
Austin, TX 78752

Dear Dr. Cornel:

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 have one line between the two paragraphs. Now you are almost done.

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

110 South Bond
Chico, CA 95928

November 1, 2009

Dr. Robert Corvil
7866 Norwood
Austin, TX 78752

Dear Dr. Corvil:

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
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
119 South Bend  
Chico, CA 95926

November 1, 2006

Dr. Robert Cotrell  
7806 Northway  
Austin, TX 78752

Dear Dr. Cotrell:

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
110 South Bend
Chico, CA 95926

November 1, 2009

Dr. Robert Cottrell
7806 Northway
Austin, TX 78752

Dear Dr. Cottrell:

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Sincerely,

Sue Timmons
119 South Bend  
Chico, CA 95926  

November 1, 2009  

Dr. Robert Cottrell  
7806 Northway  
Austin, TX 78752  

Dear Dr. Cottrell:  

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Sincerely,  

Sue Timmons  

Sue Timmons
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

Type your name

Mention your title
(Optional)

4 spaces below complimentary close
Optional Components of a Letter

ADDITIONAL
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.

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

Enclosure: August Status Report
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
Enclose information as

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

2 spaces below 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:

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

STmm

Enclosure: August Status Report

pc: 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

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

2 spaces below enclosure notation

Enclosure: August Status Report

pc: Marcia Rittmaster
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
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
1119 South Bend  
Chico, CA 95926  

November 1, 2009  

Dr. Robert Cotrell  
7006 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)