

TOPIC 4: Business Letters

BY MISS RAHA

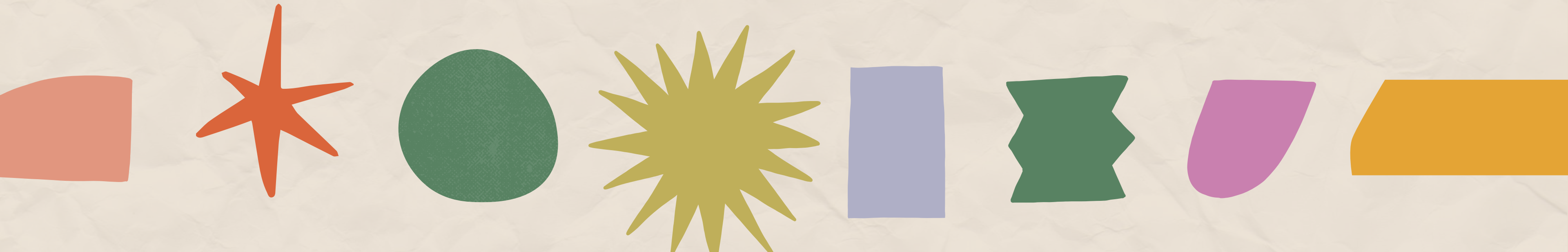




Doa starting class

رَبِّ زِدْنِي عِلْمًا وَارْزُقْنِي فَهْمًا

Oh Allah, increase me in knowledge and understanding



Understanding Business Letters

- **Types of business letters**
- **Parts of business letters**
- **The 7 C's**



Learning outcomes

1

Students will be able to identify common types of business letters.

2

Students will be able to list and define the standard parts of a business letter.

3

Students will be able to define each of the 7 C's of effective communication.

Definition

What ?

A business letter is a **formal written document** used for professional communication between individuals, organizations, or companies.



For ?

Tool to convey information, make requests, provide responses, offer proposals, or record transactions in a clear and official manner.



How ?

Most business letters have a **formal** tone as well as formal structure and format



Types of Business Letter

Confirmation Letter	To confirm arrangements made between sender and recipient
Acknowledgement Letter	To acknowledge receipt of a letter, order, or an item
Enquiry Letter	To request information / price
Complaint Letter	To criticize poor service or goods
Sales letter	To sell goods and services

Parts of Business Letter



Letterhead



Date



Recipient address



Salutation



Body



Complimentary close



Signature



Writer's identification

Letter heading

Mr. Ross Micham
UIC Branch (WU-16J)
U.S. Environmental Protection Agency
77 West Jackson Boulevard
Chicago, IL 60604-3590

- The heading at the top of a letter
- Consists of the name, address, telephone and fax number of the company
- Shows where the letter comes from

Date

February 16, 2024

- can write either
 - A. month /day/ year September 6, 2019
 - B. day /month/ year 6th September 2019
- Date in figures should be avoided

Recipient address

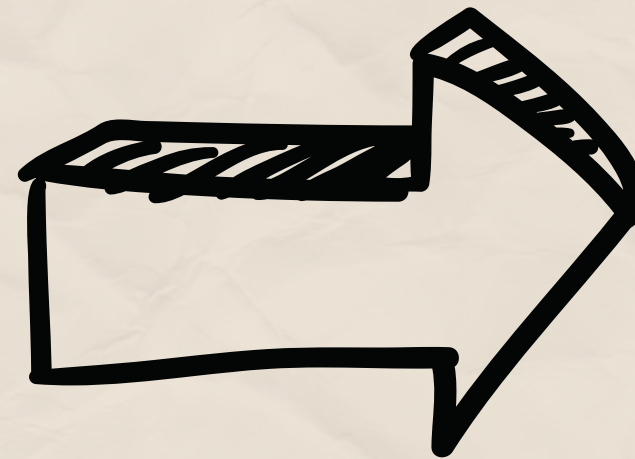
- Name, position and address of the person to whom you are writing

Bryce Emley
Zapier, Inc.
548 Market St. #62411
San Francisco, CA 94104
555-555-5555

February 16, 2024

Food Network
123 Flavor Way
Flavortown, USA 12345

Address
street name
city
state
zip code



Mr. Ryan
Director of Operations
ABC Corporation
Jalan Meru 41050
Klang, Selangor

Salutation

Dear Guy Fieri,

I hope this letter finds you well. My name is Bryce Emley, and I am writing on behalf of Zapier. We are currently exploring opportunities to enhance our team's culinary skills and are particularly interested in your renowned cooking classes.

- The greeting of the letter
- Expression of courtesy

Dear Sir,

Dear Mr. Afiq,

Dear Dr. Narthini,

Body

- Write what you have to say to the addressee
- Write in paragraphs that convey your message clearly
-
- Leave a space between each paragraphs

First paragraph

simple introduction and reason for writing



Second paragraph

explain your reasons in detail, provide background information



Last paragraph

summarize your reason

First paragraph

I am writing to resign my position as customer service representative.

Second paragraph

I have recently decided to go back to school as my programme starts in early September. I am submitting my resignation now so I can be as helpful as possible to you during the transition.

Last paragraph

I would like to express my gratitude for your guidance while I was considering about furthering my studies. Your support has meant alot to me.

Complimentary close body

- This is short, polite and ends with a comma

Should you have any questions or issues please contact our support team at support@gravitypdf.com.

Yours sincerely

A handwritten signature in black ink, appearing to be 'J. Mc'.

Example

Yours sincerely,

Yours faithfully,

With sincere appreciation,

Signature

A handwritten signature in cursive script, reading "Name Smith". The ink is black and the signature is written on a white rectangular background. The letters are fluid and connected, with a prominent loop at the end of the word "Smith".

- The writer's signature is handwritten on the letter with black or blue ink

Writer's identification

- The writer's name and address are last part of the letter.

Jack Jones
Jack Jones
ABC Corporation

Letter format

1. Semi- modified block style personal business letter

Date line,
complimentary closing
and writer's
identification begin at
midpoint and all body
paragraphs are
indented or tabbed
over

Mary E. Klaebel
230 Vista Drive
Memphis, TN 38130
(555) 555-3822

June 20, 2000

Ms. Eva Lewis
931 E. Land Drive
Memphis, TN 38111

Dear Ms. Lewis:

I am applying for the Technical Writer position advertised in the June, 2000, Memphis Magazine. My relevant experience is diverse and establishes me as a first-class candidate for this opportunity.

My writing experience is extensive. I am currently employed as a staff technical writer for a local company. My past work experience includes business and freelance writing and editing. At my current employer, I draft technical descriptions of products for the company website and maintain any and all new hire documentation such as the employee handbook.

Additionally, I edit fiction manuscripts for an online e-book publishing company. Specifically, I edit for overall flow, content, grammar and spelling. In my editing role, I have regular interaction with authors and the publisher.

I am available for an interview scheduled at your convenience. I may be reached at the telephone number above. Thank you for your consideration.

Sincerely,

Mary Klaebel

Enc: Resume
Writing sample

2. Modified Block Style personal business letter

Date line,
complimentary
closing and writer's
identification begin at
midpoint

AllBusiness
Templates

MODIFIED BLOCK FORMAT

APPLICATION LETTER

[[Address Sender]]

Date: January 18, 2021

[[Name Recipient]]
[[Address Recipient]]

Subject: [[Subject]]

Dear [[Recipient Name]],

As a highly skilled professional, I believe my experience aligns well with the qualifications you are seeking for your company, and I certain I can make a valuable addition to your organization.

Through my work experience, I have been trained for possessing a strong commitment to achieving the long-term goals of the organization, I realize the need to work profoundly especially planning and directing the day-to-day operations of the company. Furthermore, I have a proven ability to build up innovative strategies to improve customer service and maximize profitability. I have a proven track record of ensuring customer requirements are met, complaints are resolved effectively, and service is provided speedily and efficiently.

I am a hands-on leader who develops a good rapport with my staff and a working environment. I am always ready to think "out of the box" to make sure my company is a step ahead of the competitors. The position of a manager professional at your company will provide me with a chance to contribute to your success as a leader.

I am looking forward to meeting you to further discussion of my application for this exciting position.

Sincerely,
[[Signature]]
[[Name]]

Enclosure: Resume

3. Block style personal business letter

All lines in the letter
begin at the left
margin (no tabbing or
indenting)

5509 West 34th Street

Dallas, TX 75214

July 7, 2011

Michael J. Duffy

Intelligent Computer Systems

3121 Morris Lake Drive, Suite 211

Dallas, TX 75212

Dear Mr. Duffy,

I am writing to apply for the position you advertised in the Dallas Morning News for an e-learning developer. As you'll see in my résumé, I have the experience to fill this position.

For the past five years, I have been developing e-learning courses for three different companies: IBM, ATT, and Cox Enterprises. My experience has ranged from instructional design, technical writing, graphics production, multimedia production, and learning management system support.

Currently, I am working as a contractor for Cox Enterprises, where I am finishing a one-year assignment developing training for Oracle Financials. I have also recently developed documentation and training for PeopleSoft and for Hyperion Planning. I am currently the lead instructional designer on the Oracle Financials project that will conclude at the end of July.

Intelligent Computer Systems is famous for your innovative IT security systems and networking products. I would be proud to be part of the ICS team. I hope you will give me an opportunity to discuss my qualifications and experience. I can be reached at (214) 555-1212 after 6 p.m.

Thank you very much for your consideration for this position.

Sincerely yours,

Jeff Watkins
Jeff Watkins

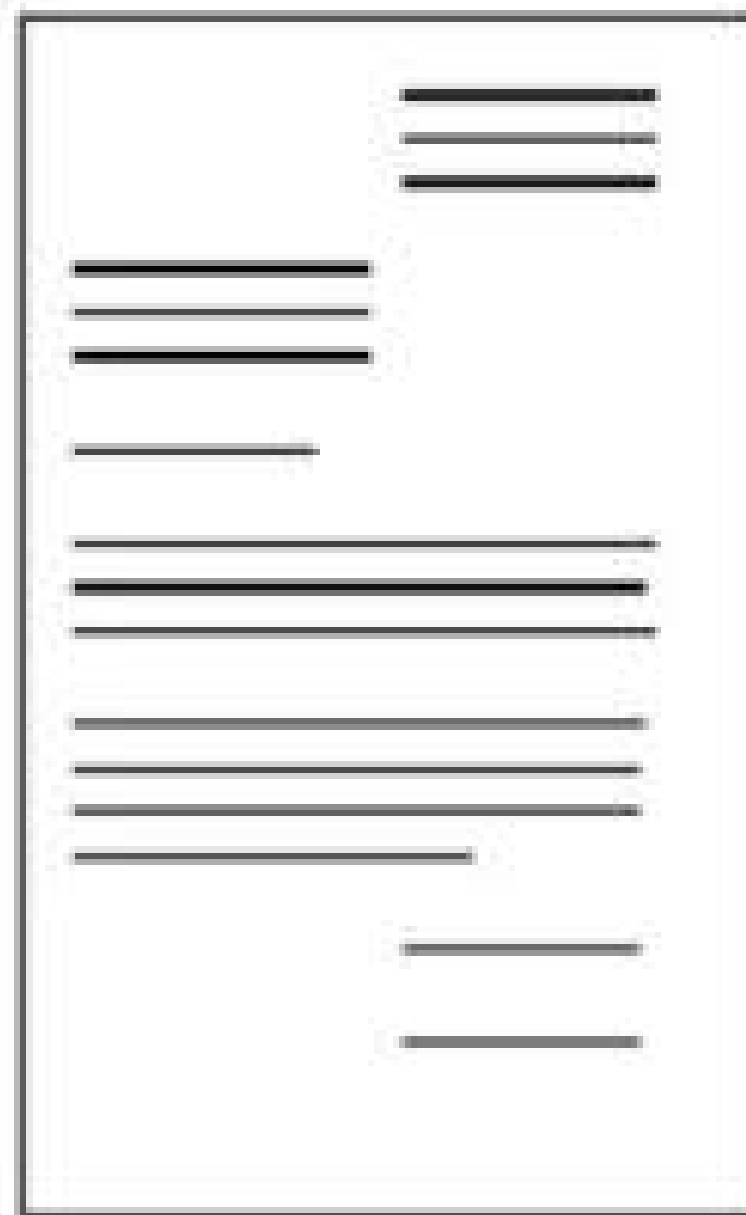
Encl.: résumé

Letter formats

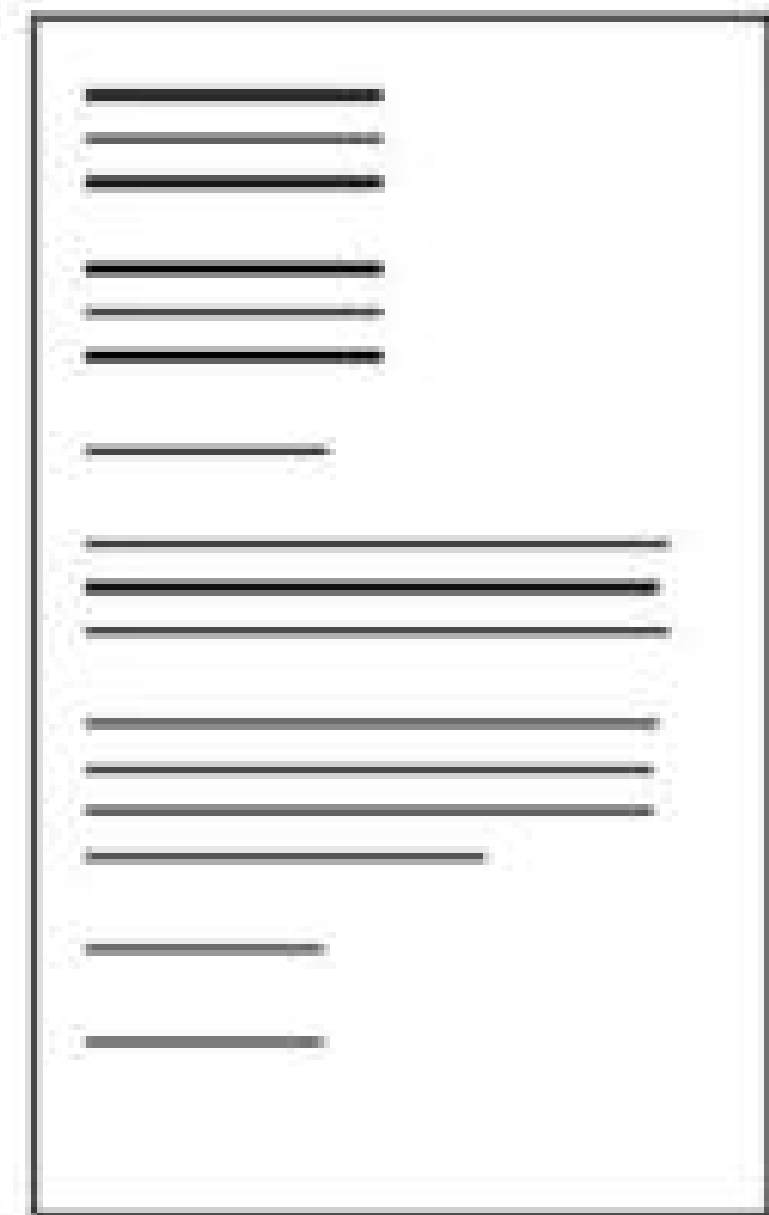
Semiblock



Modified block

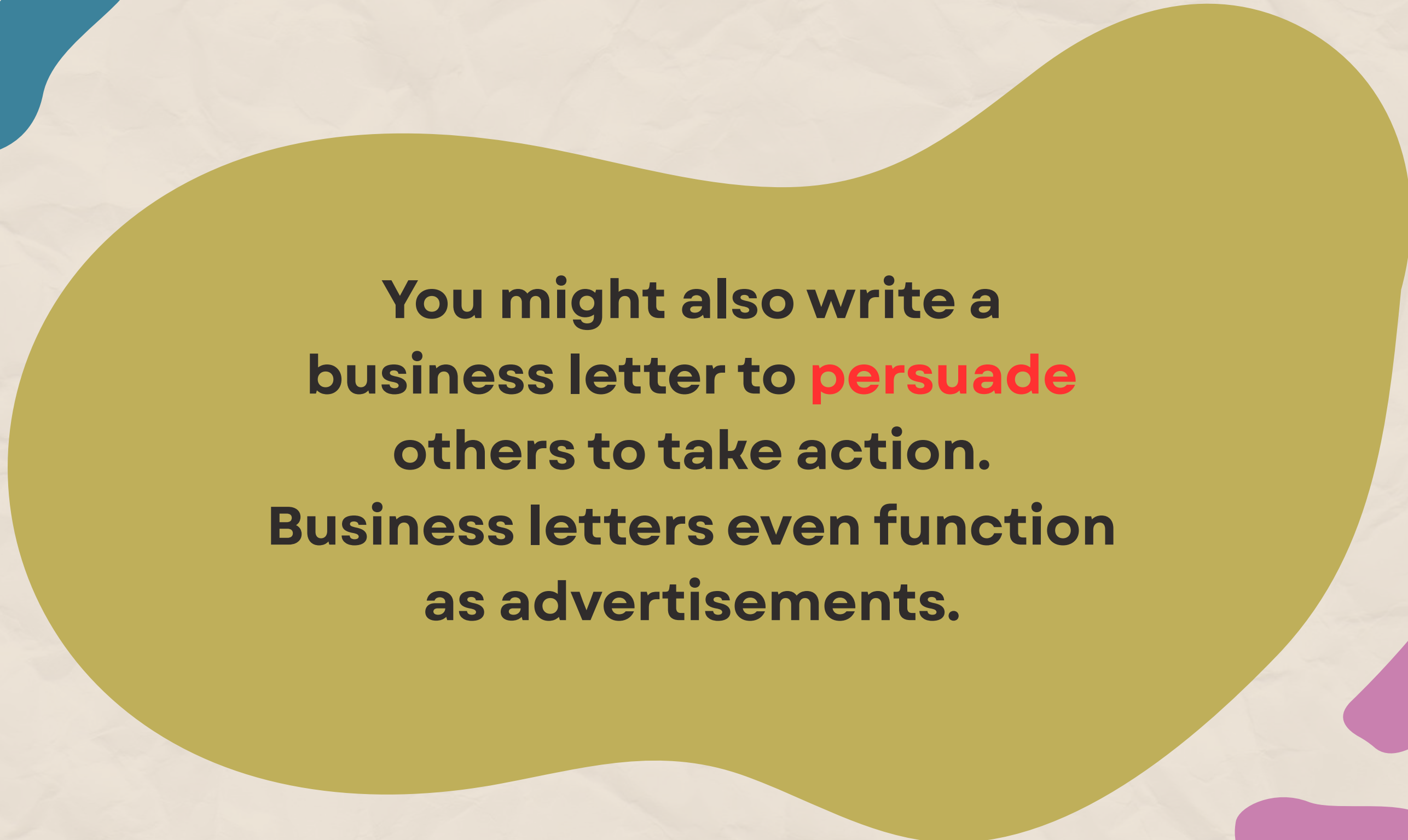


Block



Break





**You might also write a
business letter to **persuade**
others to take action.
Business letters even function
as advertisements.**

Persuasive Letter

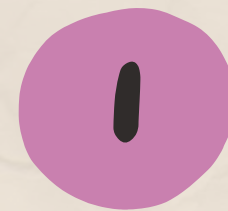
The purpose is to sell your idea to someone, attempting to get them to do something they may not want to do.

A persuasive letter aims to **influence** the reader's actions, opinions, or decisions.



AIDA Formula

Classic copywriting framework used to structure persuasive messages, including business letters.



A - Attention



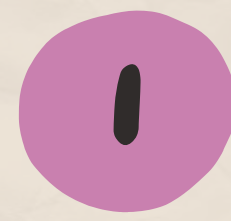
I - Interest



D - Desire



A - Action



A - Attention

- **Goal:** Capture the audience's **attention** right away.
- **How:** Use a powerful opening—this could be a headline, bold statement, or question that directly addresses a problem, curiosity, or need.
- **Example:** “Tired of wasting money on advertising that doesn’t work?”

2

I - Interest

- **Goal:** Maintain the reader's attention by getting them **interested** in your message.
- **How:** Provide relevant information, benefits, or insights that connect with their needs or pain points.
- **Example:** “Our platform helps small businesses increase their ad ROI by 40% in the first month.”

3

D - Desire

- **Goal: Create a strong **desire** for your product, service, or idea.**
- **How: Highlight specific advantages, emotional appeals, success stories, or transformations. Make them want the solution you're offering.**
- **Example: “Imagine having a steady stream of qualified leads without lifting a finger.”**

4

A - Action

- **Goal:** Encourage the reader to take a clear, specific next **step**.
- **How:** Use a strong call to action (CTA) like “Buy now,” “Schedule a call,” or “Download your free guide.”
- **Example:** “Start your free trial today—no credit card required.”

Example Business Letter (AIDA)

Subject: Reduce Your Operating Costs by 20% With Our Energy Solutions

Attention:

Are rising energy costs affecting your bottom line?

Interest:

We specialize in helping companies like yours reduce operating expenses by upgrading to efficient, eco-friendly energy systems. Our latest client saved over \$25,000 in just six months after implementing our customized solutions.

Desire:

Imagine reinvesting those savings into growing your core business. Our team handles everything—from assessment to installation—so you can focus on what matters most. We even offer financing options to make the switch seamless.

Action:

Let's schedule a free consultation this week. Please call me at [Phone Number] or reply to this email to choose a convenient time.

Looking forward to helping your business grow.

In short...

The AIDA formula helps structure persuasive communication by leading the audience through a natural flow:

1. Grab their attention

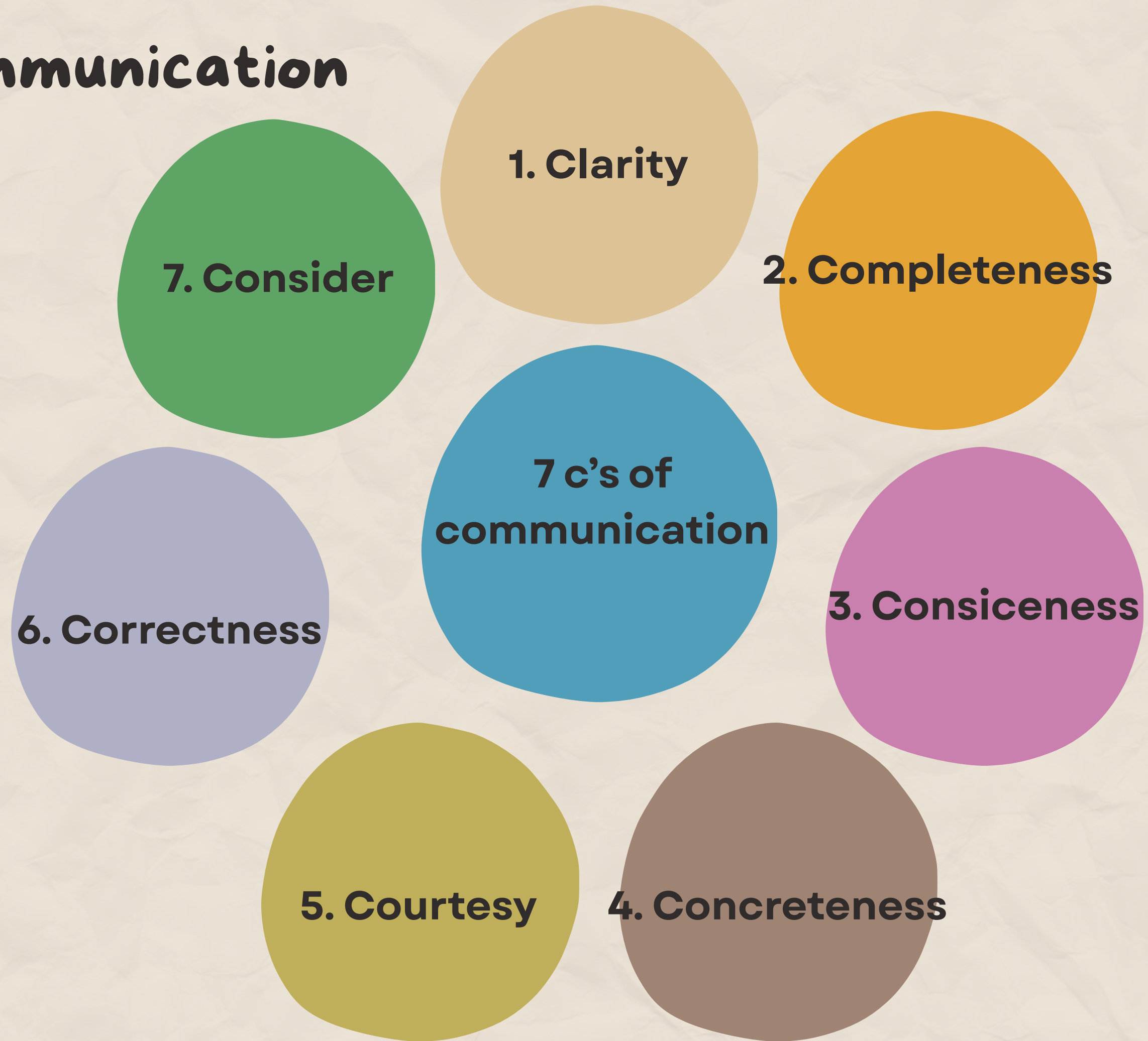
2. Build their interest

3. Make them desire it

4. Prompt them to act

It's widely used in advertising, sales, email marketing, business letters, and landing pages.

7 c's of communication



Clarity

- Make sure the goal of your message reaches clearly to your reader.
- Keep your message simple and easy to understand.

Completeness: Your writing should provide all the information your reader needs.

Conciseness

- Keep to the point and keep your message short and simple. Avoid lengthy sentences.

Concreteness: Ensure that all the important details and facts are mentioned.

Courtesy

- Your message should be polite, friendly, professional and open.

Correctness

- Make sure your message is accurate and grammatically correct.

Consideration

- To consider the receiver's interest/intention
- 'Stepping into the shoes of others' - self-respect of the readers is maintained and their emotions are not harmed.

Do's and Dont's



Do's

1. **Use plain english**
2. **Write in active voice when possible**
3. **Use short sentences when possible**
4. **Use everyday words and avoid technical jargon**
5. **Use lists to present complex materials**
6. **Select the words you use very carefully**
7. **Use a strong organizational strategy**
8. **Use a reader centered tone**
9. **Use a business like, conversational tone**



Dont's

1. **Make grammar or usage errors**
2. **Use clichés or worn out phrases**
3. **Use obsolete and/or pompous language because it "seems" more professional**
4. **Be too familiar with your audience**
5. **Use humor unless you know what you are doing**
6. **Preach**
7. **Brag**

Proofread

- **ALWAYS proofread your letter before you print.**
- **Don't rely on spell check alone!**
- **It is also good to have someone else proofread your work.**



Task

In pairs, read the paragraph and identify how each of the 7 C's is demonstrated. Upload your answer in Google Classroom.

We sincerely apologize for the delay in delivering your recent order placed on May 10. The delay was caused by an unexpected supply chain disruption, which we are actively resolving by partnering with a new logistics provider. Your revised delivery date is May 25. We understand the inconvenience this may have caused and appreciate your patience. If you have further questions or need assistance, please contact our support team at support@shopfast.com or call 123-456-7890. Thank you for choosing ShopFast – we remain committed to providing reliable and timely service.

Clear – Is the message easy to understand?

Concise – Is the message free from unnecessary words?

Concrete – Are there specific details (e.g. dates, facts)?

Correct – Is grammar, spelling, and data accurate?

Coherent – Do the sentences flow logically?

Complete – Does the message include all necessary info?

Courteous – Is the tone polite and respectful?

Thank you