

## BUSINESS LETTERS

Letters are divided into personal and business. A business letter is any letter that is not personal; that is, it is a letter you write to anyone except your family and friends. Business letters in English have a special form.

Looking at an example of a business letter notice the format (location spacing), capitalization, and punctuation of the different parts.

Example 1 and 2

Hamburger Abendblatt  
Redaktion Leserbrief  
Axel-Springer-Platz 1  
20350 Hamburg

27. Juni 20..

**Artikel über Schottland-Reisen in der Ausgabe vom 1. Juni 20..**

Sehr geehrte Damen und Herren,

ein wunderbarer Artikel! Er wird diesem faszinierenden Stückchen Erde  
– Schottland – absolut gerecht.

Der Zauber der Landschaft, die Herzenswärme der Menschen – genau wie  
Herr Rotluff es in seinem Reisebericht beschreibt, habe ich es bei meinem  
letzten Schottland-Urlaub vorgefunden. Treffender hätte er Land und Leute  
nicht charakterisieren können.

Ich freue mich schon auf den nächsten Reisebericht von Herrn Rotluff.

Mit freundlichen Grüßen



Tanja Maunz

## Your Company Logo and Contact Information

January 11, 2020

Brian Eno, Chief Engineer  
Carolina Chemical Products  
3434 Pond View Lane  
Durham, NC 27708

Dear Mr Eno,

Enclosed is the final report on our installment of pollution control equipment at Eastern Chemical Company, which we send with Eastern's Permission. Please call me collect (ext. 1206) or email me at the address below if I can answer any questions.

Sincerely yours,

Nora Cassidy  
Technical Services Manager  
ncassidy@company.com

Enclosure: Report

The format of letter writing is influenced by the tools we use for writing. First letters were written by hand, and they had break lines in the form of **indention**. Later, people started using type-writers but they also followed the traditional form. The format is currently called '**indented**' and is widely used along with other formats.

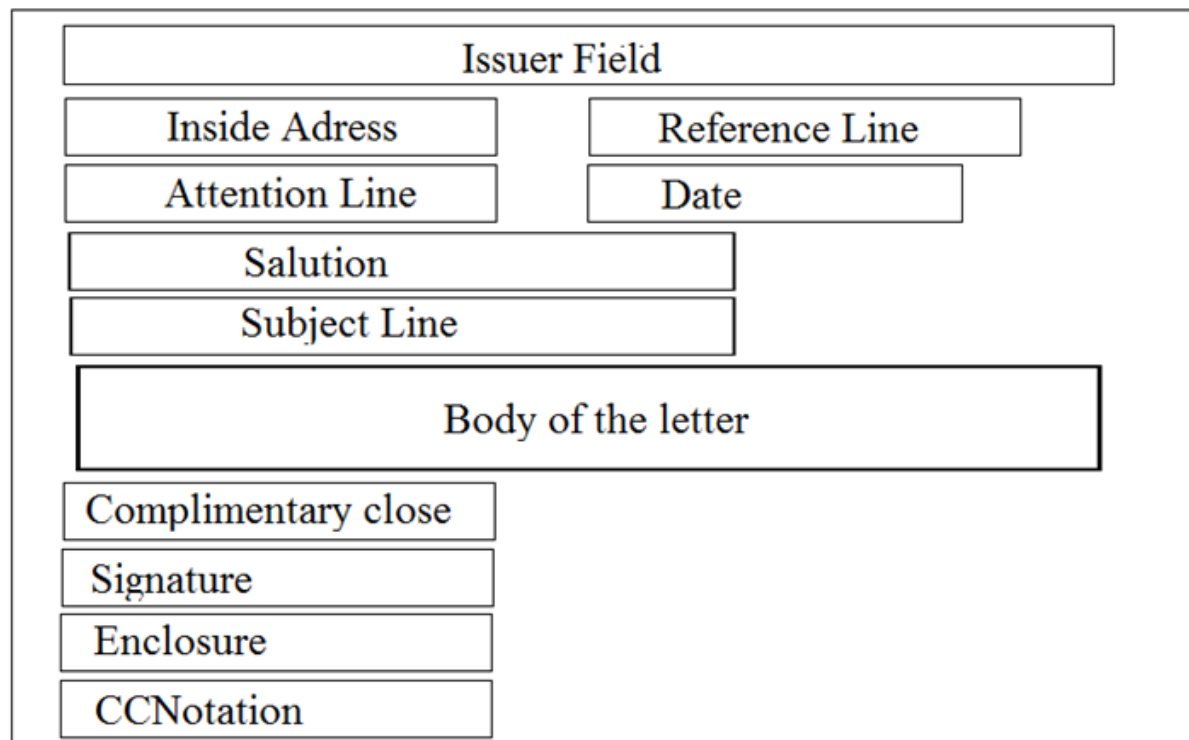
The appearance of computers has also changed the format of letters. To simplify the typing people use the so-called '**block format**'. The parts of a letter are not placed to the left or right as in the previous format or hand-written letters. The first lines of paragraphs are not indented. All the information is typed flush left, one part of the letter below the other. The layout parts are separated by skipping a line. This format makes typing much faster. After the closing we should skip three blank lines and place our name and title.

Indented	Block
Sender's address	Sender's address
Inside address	Inside address
Text .....	Text .....
Text.....	Text.....
Text .....	Closing
Text .....	Signature
Closing Signature	

[Введите текст]

Academic Writing (Лектор Ней Е.Ф.)

[Введите текст]



## SALUTATION

The salutation is an important part of a letter. The choice of the right salutation depends on whether you know the person you are writing to and how formal your relationship is.

Very formal (for official business letters)

- |                                |   |
|--------------------------------|---|
| <i>To Whom It May Concern:</i> | Use only when you do not know to whom you must address the letter, for example, when writing to an institution. |
| <i>Dear Sir/Madam,</i>         | Use when writing to a position without having a named contact.  |
| <i>Dear Mr Smith,</i>          | Use when you have a named male contact.   |
| <i>Dear Ms Smith,</i>          | Use when you have a named female contact; do not use the old-fashioned Mrs.                                     |

*Dear Dr Smith,*

Use when writing to a named doctor.

*Dear Prof Smith,*

Use when writing to a named professor.

*Dear Xu Li,*

Type the whole name when you are unsure of the recipient's gender.

Less formal but still professional (business letters)

*Dear colleagues,*

Use when writing to a group of people.

*Dear Mary,*

Use when writing to a named female.

*Dear John,*

Use when writing to a named male.



## Informal (personal letters)

These salutations should be used with people you are close to, as they might offend others.

*Hello guys,* Use when writing to a group of people you know very well.

*Hi,* Use when writing to one or more people you know very well.

- There should be a comma after the salutation and a colon (: ) after “To Whom It May Concern”.
- No full stop is needed after Mr, Ms, and Dr.
- The form Mrs is outdated.
- Avoid the exclamation (!) in salutations.

## STARTING YOUR LETTER

There are two ways in which business letters usually start: they make reference to a previous contact, for example, phone conversation, meeting, previous mail correspondence; or they are the first contact with the recipient.

### **Making reference to previous contact**

*I am (we are writing) regarding*

- *your inquiry about ...*
- *our phone conversation ...*

*In reply to your request ...*

*Thank you for contacting us.*

### **Contacting the recipient for the first time**

*I am (we are) writing to*

- *inform you that ...*
- *confirm ...*
- *enquire about ...*
- *complain about ...*

*I am contacting you for the following reason.  
I recently heard about ... and would like to ...*

### **Making a request**

*We would appreciate it if you would ...  
I would be grateful if you could ...  
Could you please send me ...  
Could you possibly tell us ...  
It would be helpful if you could send us ...*

### **Giving good news**

*We are pleased to announce that ...  
I am delighted to inform you that ...*

### **Giving bad news**

*We regret to inform you that ...  
I'm afraid it would not be possible to ...  
Unfortunately we are unable to ...  
After careful consideration we have decided ...*

## ENDING YOUR LETTER

### **Enclosures**

*Please find enclosed (for letters)*

*Please find attached (for emails)*

### **Offering future assistance**

*If you require more information, please let us know.*

*Please do not hesitate to contact us if you need any further assistance.*

### **Referring to future contact**

*I am looking forward to hearing from you soon.*

*We are looking forward to meeting you on 21 January/in Tromsø.*

*We would appreciate your reply at your earliest convenience.*

## Closing

The closing salutation must match the opening salutation and the overall tone of the letter. Choose one of the following closing lines depending on the formality of the salutation.

### Very formal

*Your sincerely,*  
*Sincerely yours,*  
*Respectfully,*  
*Sincerely,*

Use when you've started with Dear Sir/Madam or To Whom It May Concern.

Use when you've started with Dear + name.

### Less formal but still professional

*Kind regards,*  
*Warm regards,*  
*Regards,*  
*Best wishes,*

not too formal but businesslike

even less formal

## **Informal**

*Best,*

*Hugs,*

*Cheers,*

Use with friends and colleagues you feel close to.

## **SUMMING UP**

Let's have a look at the main parts of the letter once more:

- it has

[Введите текст]

Academic Writing (Лектор Ней Е.Ф.)

[Введите текст]

Your Name  
Your Address  
City, State Zip Code

Date

Name of Individual  
Position  
Company Name  
Company Address  
City, State Zip Code

## Your Company Logo and Contact Information

January 11, 2020

Brian Eno, Chief Engineer  
Carolina Chemical Products  
3434 Pond View Lane  
Durham, NC 27708



## **Body:**

Dear Individuals Name OR To Whom It May Concern:

Mention in a concise paragraph, the purpose of the letter.

Additional comments, etc may be included in second paragraph.

Summarize and conclude letter. Thank individual if it is appropriate for the letter.

Dear Mr Eno,

Enclosed is the report estimating our power consumption for the year as requested by John Brenan, Vice President, on September 4.

The report is the result of several meetings with Jamie Anson, Manager of Plant Operations, and her staff and an extensive survey of all our employees. The survey was delayed by the transfer of key staff in Building A. We believe, however, that the report will provide the information you need to furnish us with a cost estimate for the installation of your Mark II Energy Saving System.

We would like to thank Billy Budd of ESI for his assistance in preparing the survey. If you need more information, please let me know.

Sincerely,

Sign Name if not emailed

Print Your Name

Sincerely yours,

Nora Cassidy  
Technical Services Manager  
ncassidy@company.com

Enclosure: Report