



Business Letters for Busy People

Edited by
National Press Publications

National Press Publications

A Division of Rockhurst University Continuing Education Center, Inc.

6901 West 63rd St. • P.O. Box 2949 • Shawnee Mission, KS 66201-1349

1-800-258-7246 • 1-913-432-7757





National Press Publications endorses nonsexist language. In an effort to make this handbook clear, consistent and easy to read, we have used “he” throughout the odd-numbered chapters and “she” throughout the even-numbered chapters. The copy is not intended to be sexist.

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Published by National Press Publications, Inc.

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Printed in the United States of America

1 2 3 4 5 6 7 8 9 10

ISBN #1-55852-300-6



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Table of Contents

Introduction	xi
1 Writing From Scratch	1
Four Considerations of a Business Letter	2
Organization	3
The Seven "C's" of Style	6
In a Nutshell	8
2 Parts of a Business Letter	9
Letterhead	10
Date.....	10
File Number	10
Confidential	10
Inside Address	10
Attention Line	11
Salutation	11
Subject Line	12
Body of the Letter	12
Complimentary Close	12
Signature	13
Additional Information	13
Postscript	13
Mailing Instructions	13
3 Format of a Business Letter	15
Block	17
Modified Block	18
Modified Semi-Block	19
Simplified	20
Hanging Indented	21
Memo	22
4 Collection Letters.....	23
Step-by-Step Guide	24
Notification	25
Reminder	26
Inquiry	27
Urgency	28
Final Notice/Ultimatum	29
Insufficient Funds	30
Thank You for Payment	31



Lost Payment/Apology	32
Checklist	33
5 Sales and Promotional Letters.....	35
Step-by-Step Guide	36
Request for Appointment	37
Prospective Lead	38
Sales Letter to Client	39
Sales Letter to Current Client	40
Letter of Introduction	41
Follow-Up on Letter Sent	42
Delinquent Reply	43
Extremely Delinquent Reply	44
Requesting Customer's Assistance	45
Sales Follow-Up	46
Confirming Sales Order	47
Reminder That a Sale Is About to End	49
Announcing a Sales Campaign, Promotion or Incentive Program	50
Announcing a Sales Campaign to Preferred Customers	51
Announcing New Products to a Select Group of Customers	52
Announcing a Price Increase	53
Transmittal With Instructions	54
Transmittal With Request	55
Transmittal With Suggestion	56
Transmittal With Information	57
Transmittals With Sales Information	58
Transmittal to Current Client	60
Checklist	61
6 Goodwill Letters.....	63
Step-by-Step Guide	64
Recognizing a Suggestion	65
Appreciation	66
Official Anniversary	67
Speech	68
Invitation — Formal	69
Invitation — Informal	70
Congratulations	71
Thanks for Good Work: Outside Vendor	74
Acknowledging Accomplishments	75
Follow-Up After a Sale	79
Explaining Policy and Position	80





Encouragement	81
Announcing New Fringe Benefits	82
Adjustment	83
Checklist	84
7 Community Activities Letters.....	85
Step-by-Step Guide	86
Solicitation of Funds	87
Acknowledgment and Request for Funds	89
Appreciation and Fund-Raising Event	90
Acknowledgment of Contribution	91
Acknowledgment of Accomplishment	92
Thank You	93
Grant Request	94
Invitation to Serve	95
Membership Invitation	96
Refusal of a Request	97
Expression of Appreciation	98
Appointment to Office	99
Appointment to a Committee	100
Compliment	101
Invitation to Speak	102
Complimenting a Speaker	103
Letter to Legislator Showing Support	104
Letter to Legislator Showing Concern	105
Checklist	106
8 Personal Business Letters	107
Step-by-Step Guide	108
Congratulations	109
Congratulations — Social	110
Birthday Wishes	111
Holiday Greetings	112
Birth of a Child	113
Marriage	114
Illness — Hospital	115
Thank You	116
Apology	117
Inquiry	118
Request	119
Refusal	120
Checklist	121



9 Letters of Condolence.....	123
Step-by-Step Guide	124
On the Death of a Business Associate	125
On the Death of a Mother	126
On the Death of a Father	127
On the Death of a Wife	128
On the Death of a Husband	129
On the Death of a Child	130
On the Death of a Brother	131
On the Death of a Sister	132
Checklist	133
10 Letters About Employment Changes.....	135
Step-by-Step Guide	137
Reference Request	138
Waiver of Confidentiality	139
Request for Meeting	140
Job Hunter Seeking an Interview	141
Interview Confirmation	142
Thanks for Interview	143
Unsolicited Application	144
Cover Letters for Resumés	145
Requesting Appointment	147
Reply to Unsolicited Application	148
Job Application	149
Job Hunter Seeking Job With Contact	150
Solicited Application	151
Job Acceptance	152
Job Rejection	153
Not Accepting Possible Job Offer	154
Positive Resignation	155
Negative Resignation	156
Response to Job Offer: Covers Terms	157
Request for Employment Reference	158
Reference for Former Employee	159
Letters of Recommendation	160
Character Reference	162
Letter of Introduction	163
Progress Report	164
Rejection of Application	165
Responses to Rejected Job Application	166
Follow-Up After Not Getting the Job.....	167



Rejection of an In-House Job Applicant	168
Rejection of an Unsolicited Application	169
Rejection of a Solicited Application	170
Invitation for an Interview	171
Job Offers	172
New Employee	175
Promotion — Congratulations	176
Announcing a Promotion — Personal	177
Announcing a Promotion — Internal	178
Acceptance of Resignation	179
Recommending a Raise	180
Rejection of Unsolicited Business	181
Request for Material	182
Request for Information	183
Confirmation to Speaker	184
Giving Information	185
Discontinuing Business Relationships	186
Rejecting a Request	188
Introducing a New Employee	189
Checklist	190
11 Customer Relations Letters	191
Step-by-Step Guide	192
General Appreciation	193
Acknowledging a Complaint	194
Following Up on a Complaint	195
Regaining a Customer's Confidence	196
Acknowledging a Complaint — Disclaiming Responsibility	197
Acknowledging a Complaint — Explaining a Misunderstanding	198
Correcting an Error	199
General Apology	200
Acknowledging an Order — Back Order	201
Acknowledging an Order — Explaining Shipment Procedures	202
Apologizing for an Employee's Action	203
Notifying Customers of a Move	204
Holiday Greetings	205
Notification of Complaints	206
Checklist	212
12 Media Letters	213
Step-by-Step Guide	214
Media Event Letter — Sales Campaign Kickoff	215





Media Event Letter — Recently Published Book	216
Media Event Letter — Anniversary	217
Press Release — Anniversary	218
Press Release — Speaking Engagement	219
Press Release — Promotion	220
Press Release — New Employee	221
Response to Editorial — Positive	222
Response to Editorial — Negative	223
Letter Asking to Make a Speech	224
Letter Asking for a Correction	225
Checklist	226
13 Electronic Mail.....	227
Step-by-Step Guide	228
Announcement of Meeting	230
Change in Client Status Announcement	231
Request for Assistance	232
Request for Materials Ordered	233
Project Offer	234
Follow-Up on Project	235
Compliment to Employee for Work	236
Checklist	237
14 Postcard Correspondence	239
Step-by-Step Guide	240
Seasonal Promotion	241
Acknowledging a Customer for a Special Occasion	242
Invitation	243
Reminder	244
Checklist	245
Appendix	247
Professional Ranks and Titles	248
Federal, State and Local Government Officials	249
Military Ranks	252
Military Abbreviations	254
Diplomats	255
British Nobility	256
Clerical and Religious Orders	258
College and University Officials	261
Index	263




I

NTRODUCTION

Business Letters for Busy People is designed to be used, not just read. You not only get the easy-to-read impact of chapter-by-chapter “how to” information, but each section is also filled with checklists, ready-to-use letters and guidelines to help you do your job better, more effectively, more easily — right now! It’s literally a user’s manual for the business professional.

Business Letters for Busy People is packed with the most concrete information, useful techniques and practical tips possible in the smallest space. So you don’t have to wade through endless pages of fluff searching for that elusive kernel of wisdom.

Business Letters for Busy People gives you concise, easy-to-use learning resources that get results. Check out the format and don’t be surprised if you find yourself leafing through the pages for tidbits of fact and business trivia. The margins deliberately focus your attention, acting like a thumbnail index. And, each chapter is tabbed on the margins so you can turn right to the chapter you need to see. Read the chapters that are immediately important to you. Although there is a logic and order to the design of the book, you can read it in the order that best suits you. Each chapter stands alone.



We know you'll find this book helpful. Read it, copy it and act on its advice. Reading a good book awakens our minds, but too often never gets carried into action; we close the book unchanged. With this book, your reading becomes action — and action is the key to success.

Gary Weinberg
Vice President
National Press Publications

C

HAPTER 1

Writing From Scratch

You are busy no matter what your position. Since you are busy, you want to use your time as effectively as possible. The business letter takes time but can be written more quickly if you follow a few basic principles. (If you're in a hurry, skip to Chapters 4–13 for samples of the kinds of letters you need to write.) This chapter assumes you have a little free time to brush up on business letter writing.

Keep in mind these three points when you write a letter:

1. Business letters serve one purpose.
2. Business letters are expensive.
3. Business letters serve as a record.

Business letters serve one purpose: They communicate information. Countless hours are spent, and too many letters are sent that say little or nothing. That's a waste of time for the sender and the receiver. Also, when the wages of the writer and the typist — along with the prorated cost of equipment and postage — are figured in, business letters are expensive. It is important that they be cost-effective. Why write a business letter? Because business letters serve as a record. Letters are long-lasting, tangible evidence of information you communicate to others.

In a study of 800 letters written by the top chief executive officers in the U.S., all 800 letters were found to be short, clear and personal.

By the time these people became CEOs, they had learned never to send out a letter that didn't reflect those three basic principles of good writing.

Four Considerations of a Business Letter

The four areas you must take into consideration for each business letter are listed below. If you do not consider each one of them, your letter will be ineffective.

1. Subject
2. Audience
3. Purpose
4. Style/Organization

Subject

Every piece of writing — from the business letter to the novel — revolves around a subject. Luckily, in the business world the subject is usually specific. Quite often it is supplied for you by someone else, such as a boss or colleague, or demanded by a situation such as hiring or congratulating an employee.

It's a fact: The more specific your subject, the easier it is to write your letter. For example, let's say that you need to request information about an order that did not arrive when it should have. If you are in charge of the account, writing the letter is easy. If you are not in charge of the account, it is harder for you to write the letter than it is for the person who knows all the particulars. Regardless of the situation, stick to one or two subjects in your letter. Including more than two subjects clouds your message. Write another letter if you have more than two subjects.

Audience

This area is tricky because you may not know your audience. If you do, you can tailor your letter to that audience. Many times, however, your audience is larger than you expect. Your letter may be addressed to Terry Smith but may be read by several other people in Terry's firm to receive the action you wish. If you are unsure of your audience, assume they are educated, reasonable people until you find out otherwise. Don't assume they have as much knowledge of the subject of your letter as you do, or you may overgeneralize or forget to include important details.

Purpose

Many letters are sent with a specific subject and audience in mind but are not clear in their purpose.

Know why you are sending the letter. Is the letter to inform? Is it to request information? Is it to offer congratulations? Condolences? Is it to get the recipient to act on a request? All of these are very different purposes. You have probably received a letter that, after reading it, left you confused because you didn't know exactly what it said. The purpose was not clear.

Style/Organization

The first three areas dictate the content, direction and emphasis of the letter.

1. Know WHAT you're writing about — SUBJECT.
2. Know WHO you're writing for — AUDIENCE.
3. Know WHY you're writing — PURPOSE.

Now you are ready to be concerned with HOW you are going to write the letter. The first three areas can be determined in a matter of minutes if you are familiar with the ideas that need to be communicated. The fourth area — style and organization — takes more time. (If you're pressed for time, refer to the sample letters in Chapters 4-13.)

Organization

Most of this book is devoted to the way different types of letters are organized. However, the basic organization for the body of a business letter follows.

- | | |
|----------------|--|
| Part 1 of Body | State your purpose. |
| Part 2 of Body | Explain what you want to happen or explain the information you have. |
| Part 3 of Body | Request a dated action, conclude or thank the reader for his response. |

Notice that these are parts or sections rather than paragraphs. In some cases, particularly Part 2, the parts may consist of more than one paragraph. Let's take a look at each of these parts.

The "So What?" Test When you have finished a draft of your letter, read each paragraph and ask yourself, "So what?" in the same way a new reader might. If you can't answer that from the paragraph, consider leaving it out.

"Brevity is the soul of wit."

— William Shakespeare

Part 1 of the Body

Get right to the point in the first sentence of the letter. When you read a novel, you expect to have background information before the story ever starts. When you read a business letter, you expect to be told immediately what will happen. Remember, your reader doesn't have any more time to wade through a long letter than you do.

This part is usually a short paragraph. Anything too long will cause the reader to lose patience.

Part 2 of the Body

This is the bread and butter of the letter. It explains the information you are giving, or it explains what you want the recipient to do. It doesn't need to be elaborate, but it does need to include all of the information the recipient needs.

If you have a lot of information, break it into short paragraphs, make a list or refer to an attachment. Underlining essential information is one way to highlight key points for your reader.

Your letter should be organized to help the recipient understand what to know or what to do.

Part 3 of the Body

This, like the first part, is usually a short paragraph. In writing classes, it's called the clincher — not a bad way to remember its function. Depending on the purpose of your letter, it will do one of three things.

1. Conclude. In an informational letter, this allows you to point out the most important item or draw all your key points into one statement.

2. Request action. In letters that require a response, such as collection letters, you define the action you want the recipient to take. In this part, you tell the reader what to do and when to do it. Being vague gets vague results. Be specific.

3. Thank the reader. In some letters, this part is simply a thank you for the recipient's attention, response or concern.

Tell 'em what you're going to say, say it, and tell 'em what you said.

- *State your purpose.*
- *Explain what you want to happen or explain the information you have.*
- *Request a dated action, conclude, thank the reader.*

In many ways, the method of writing a business letter is like the rule of thumb for giving a speech: Tell them what you're going to talk about. Talk about it. Then tell them what you talked about.

The following sample letter shows how each of the three parts work.

[Click here to use this template](#)

Capital Supplies

8995 Camden Rd. • Williamsburg, WI 63094

October 2, 20XX

Lance Smith, Director
Terrance Trucking
P.O. Box 4440
Houston, TX 34598-4440

Dear Mr. Smith:

Thank you for your conscientious service. All 15 of your last shipments have arrived undamaged. We have never contracted with a supplier with as fine a record as yours. We appreciate the extra effort it takes to ship our order intact and on time.

Ted McCracken and Bob Smiley have delivered these shipments to our loading dock supervisor. I have attached copies of logs for your review. Note that the unloading time is approximately half of that from other shippers for a similar load. Ted and Bob frequently help our crew unload the crates. This additional service always comes with an exchange of jokes. Our crew collects laughs to compete with your drivers!

Doing business with your organization is a pleasure. You save us money by eliminating shipping waste and time by providing efficient drivers. Please accept the enclosed certificates of merit to Terrance Trucking, Ted and Bob, with our appreciation. We are confident in referring our customers and vendors to Terrance Trucking for their shipping needs.

Sincerely,

Cala Reginald
CLR:mjk
Enc. (10)

State Your Purpose

*Explain What You
Want to Happen or
Explain the
Information You Have*

*Request a Dated
Action, Conclude,
Thank the Reader*

Style is how you write the letter. Business letters used to be written in what might be called “businessese,” a formal, stiff language. That is no longer true. The predominant style is matter-of-fact and conversational. Gone are such phrases as “the aforementioned” and “due to the fact that.” Our high-tech, impersonal society requires business professionals to be more personable in their written communication in order to be more effective. The Seven “C’s” of Style will help you become more effective.

The Seven “C’s” of Style

1. **Conversational.** Write the way you speak. Get rid of stilted phrases. Why say “due to the fact that” when you can say “because”? Would you normally say “the aforementioned information”? Why not “the information” or, if you need to refer to a point, “the previous information”?
2. **Clarity.** The goal of clarity is that the reader understands precisely what you are saying. The language of your letter should be adapted to the recipient. This means that you write in a matter-of-fact, conversational tone. Use specific examples the reader can relate to. Don’t assume that your reader understands the jargon of your trade. Remember, most letters will be read by people other than the recipient of the letter. These people may be unfamiliar with the technical language or jargon you use. Clarity also means organizing your letter so each paragraph deals with only one main idea and presenting your ideas in a logical order. Your letter should not be a collection of random ideas. It should be single-minded in its purpose.
3. **Concise.** A concise letter eliminates all unnecessary words. Why use four words, “in as much as,” when you can use one word, “because”? This is not to say that you can’t write long letters, but the longer the letter, the more ineffective it becomes. It is better to write a short letter with attachments than a long, detailed one. Short letters are read and remembered; long letters are skimmed and filed.

“Writing, when properly managed, is but a different name for conversation.”

— Laurence Sterne

4. **Complete.** Make sure you have included all the information the reader needs to know. (Don't include details that are interesting but not relevant.) The biggest problem with leaving out information is that the reader has to make assumptions. For example, don't say, "When we last spoke about the situation," when you can say, "When we spoke on June 8 about hiring a new administrative assistant."

Remember that the reader can't read your mind. The reader can only guess at what you left out.

5. **Concrete.** Use specific terms that cannot be misunderstood. Don't say, "The large order that we requested has not arrived." Say, "The order for 10,000 basins that we requested on May 3, 20XX, has not arrived as of June 20." Identify names and numbers.

Write about what people can count or do. Include what people can see, touch, smell, taste or hear. In other words, make your language tangible. Make it concrete.

6. **Constructive.** Use words and phrases that set a positive tone. Constructive words are like smiling when you greet someone. They leave a good impression. Words such as "failure," "you neglected" and "error" tend to distance the recipient from the writer. Words such as "agreeable," "proud" and "success" help create a positive tone.

7. **Correct.** The last step in writing any business letter is to proofread it. You automatically check your image in a mirror before going out or meeting someone. The letter you send is your image on paper. If it is riddled with spelling, grammatical and typographical errors, it will detract from what you are trying to get across. The reaction will be, "He can't spell," or "She doesn't know how to type."

If you have a secretary, don't assume your secretary knows how to spell or punctuate. Luckily, most do, but proof your own letters. Why? Because it is your name that is signed at the bottom of the page, not your secretary's. You will be the one who looks bad.

"Proper words in proper places make the true definition of style."

— Jonathan Swift

In a Nutshell

Writing a business letter need not be difficult as long as you remember that you are communicating with another business person just like yourself. If you incorporate Subject, Audience, Purpose and Style/Organization into your correspondence, you will be on the road to better business letter writing.

C HAPTER 2

Parts of a Business Letter

There are many parts to the business letter — some required, some optional. This chapter will review those parts and their order. The parts of the business letter follow:

1. Letterhead or Heading
2. Date
3. File Number (optional)
4. Confidential (optional)
5. Inside Address
6. Attention Line (optional)
7. Salutation (optional)
8. Subject Line (optional)
9. Body of the Letter
10. Complimentary Close (optional)
11. Signature
12. Added Information (optional)
13. Postscript (optional)
14. Mailing Instructions (optional)

Letterhead

Most business letters originating from a firm are written on the firm's letterhead. If you are writing a personal business letter or your firm does not use letterhead, then you need to include your firm's address in the heading (see Chapter 3 for the various formats).

Date

When you are using a heading instead of letterhead, place the date on the first line and the address on the subsequent lines as follows:

September 9, 20XX

359 Longview Road
Mt. Vernon, IL 65676

This should be the date the letter is written (see Chapter 3 for placement in the various formats). Be sure to write out the month and to include both the date and year for adequate reference.

File Number

On occasion, you may wish to include the file number of the project, case or order that the letter refers to. The file number should be physically separated from the date by two spaces and from the part that follows (Confidential or Inside Address) by two spaces.

Confidential

Use this word when the person to whom the letter is addressed is the only one who should read the letter. Physically separate the word from the rest of the letter by two lines. To assure confidentiality, include the word "Confidential" on the envelope.

Inside Address

This should include the name of the person you are writing, the person's title (if available), the name of the firm and the firm's address.

The standard date-line in the U.S. is month/day/year: (March 15, 20XX).

In Europe, however, the most widely used format is day/month/year: (15 March 20XX).

Attention Line

This is used when you do not know the name of the person you are writing and the letter is addressed to the firm. For example, the attention line may say, “Attention: Head of Accounting.” It may also be used when you know the name of the person you are writing but are unsure of the title. The attention line may say, “Attention: Customer Service,” thus indicating to the person receiving the letter that the letter also needs to be routed to the customer service department. Another way of doing this is to use the attention line and send copies of the letter to the appropriate department.

Salutation

The salutation is used in all formats (see Chapter 3) except the Simplified Letter and the Memo. The following are salutations used in American business letters:

- Dear Sir:
- Dear Madam: (may be followed by title, such as Dear Madam Chairperson:)
- Gentlemen:
- Ladies:
- Dear Mr. Bryan:
- Dear Ms. Gray:
- Ladies and Gentlemen:
- Dear Personnel Director: (a gender-free title)
- To Whom It May Concern: or TO WHOM IT MAY CONCERN: (use this form as a last resort)

Caution: You must determine the appropriate choice, given your reader and the situation. If you are uncertain about your reader’s gender, avoid assuming gender in the salutation. Use your reader’s name whenever you know it. Researchers discovered that people are more likely to read a letter with their names in the salutation.

People don’t usually get upset if you don’t address them with the proper salutation, but they notice and appreciate it when you do.

One of the problems you may run into is writing to a person with a name that is not gender specific; for example, the name Terry. The simplest solution in the salutation is to say, “Dear Terry Lucas.” If you are addressing a group of people in general, such as the shipping department, do not assume they are all male. The old “Gentlemen:” is not acceptable. “Shipping Agents:” is preferred. The way around having to use a salutation when you are unsure of whom you are writing is to use the Simplified Letter (see Chapter 3).

Subject Line

The subject line is most commonly used in the Simplified Letter. It announces the subject of the letter and provides a summary of your intent.

Body of the Letter

This is where you make requests, provide information or reasons or reply to someone. It is the main part of the business letter (see Chapter 3 for the various body formats).

Complimentary Close

This varies in formality and is found in all business letters with the exception of the Simplified Letter and the Memo (see Chapter 3 for its placement). The following complimentary closes are in order of decreasing formality:

- Very truly yours,
- Respectfully,
- Sincerely yours,
- Cordially,
- Sincerely,

The most appropriate, in general situations, is the last.

Unless you're aiming for the Nobel prize, you shouldn't worry about your writing talent. Writing good business documents is a craft, not an art. It requires skill, not talent, and you can learn skills.

Signature

There should be four lines between the complimentary close (or the body in the Simplified Letter) and your typed name so there is room for your signature.

Additional Information

If needed, this consists of the sender's initials in capital letters followed by a colon, followed by the typist's initials in small letters. You may also find the abbreviations "Enc." for enclosure and "cc:" or "xc:" for copies sent, followed by names of persons receiving the copies.

Postscript

The "P.S." highlights additional information that might have been placed in the letter but for some reason was not. Often used in sales, promotional or personal letters, the postscript can emphasize a request for action or consideration. It is often the first thing the recipient reads. Use it to entice or motivate your reader. Postscripts are especially effective in sales or form letters.

Mailing Instructions

Use these to give the reader deadlines or pertinent information on mailing a reply.

As you look through the major formats in Chapter 3, it's obvious that many of the parts listed above are not necessarily used in routine business correspondence. However, it helps to be aware of all of them in case you need to use any of them.

C HAPTER 3

Format of a Business Letter

3

Business letter formats have changed over the years. If you went to school prior to the 1970s, you probably learned one basic form of business letter now called the Modified Semi-Block. It was the bane of every beginning typist because of its strict rules concerning spacing. Luckily, the movement in business has been to simplify and provide choices. Now you have a choice of six different forms, some extremely simple, others more complex. This chapter will review the various forms. The six forms of business letters most commonly used are:

- Block
- Simplified
- Modified Block
- Hanging Indented
- Modified Semi-Block
- Memo

It is likely that your organization may prefer one form over another. In the following explanations, the assumption is that you will be using letterhead stationery. If you are writing a personal business letter without letterhead, place your address one line above or below the date as in the following examples:

August 3, 20XX	2578 Tarrymore Lane
or	Chicago, IL 66557-1234
2578 Tarrymore Lane	
Chicago, IL 66557-1234	August 3, 20XX

The state in the sender's address and the inside address may be written out in a formal letter or abbreviated with the two-letter postal service code in an informal letter. As the postal service's recommendation to use the new format for envelope addresses gains momentum, we will see another change in the business letter: The inside address may match the envelope address to eliminate the need for two separate data bases for address styles. Both can look like this:

2578 TARRYMORE LANE
CHICAGO IL 66557-1234

All letters are capitalized, and no line punctuation is used, which allows the electronic scanners to sort the mail more quickly. The nine-digit ZIP code is also gaining popularity to process and deliver mail more quickly.

The standard date-line in the U.S. is month/day/year: (March 15, 20XX).

In Europe, however, the most widely used format is day/month/year: (15 March 20XX).

Block

The Block format is by far the simplest. Every part of the letter starts at the left margin, with spaces between each part. It has a professional look to it. The order for the parts of the letter are date, file number, inside address, attention line, salutation, subject line, body, complimentary close, signature, typed name and additional information.

[Click here to use this template](#)

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

August 10, 20XX

XXX

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

Attention: President of Capital Supply

Dear Mr. Lancaster:

Subject: XXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXX

Sincerely,

Signature

Joan McAllister

JFM:eer

P.S. XXXXXXXXX

XXXXXXXXXX

Letterhead

Date (2-3 spaces)

File Number

*Inside Address
(2-3 spaces)*

*Attention Line
(2-3 spaces)*

*Salutation
(2-3 spaces)*

Subject Line

*Body
(2 spaces between
paragraphs)*

*Complimentary
Close (4 spaces for
signature)*

*Signature
Typed Name
(2-3 spaces)*

*Additional
Information
Postscript
Mailing Instructions*

Modified Block

Like the Block, the Modified Block has the advantage of separating paragraphs so that each one stands out. The spacing between sections remains the same as in the Block. The date, signature and closing are placed to the right, thus allowing them to stand out. The complimentary close and the signature are aligned and placed near the center of the letter, two spaces below the last paragraph.

[Click here to use this template](#)

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:

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXX

Sincerely,

Signature

Joan McAllister

JFM:eer

Letterhead

Date (right of center)

*Inside Address
(left margin)*

*Salutation
(2-3 spaces)*

*Body
(left margin with 2
spaces between
paragraphs)*

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

Modified Semi-Block

You will recognize the Modified Semi-Block as the format most commonly taught as “the business letter.” It is the same as the Modified Block except that the paragraphs are indented five spaces. All spacing remains the same.

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3

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:

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXX

Sincerely,

Signature

Joan McAllister

JFM:eer

Letterhead

Date
(right of center)

Inside Address
(left margin)

Salutation

Body
(indent paragraphs
5 spaces and
separate paragraphs
with 2 spaces)

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

Simplified

This is useful when you do not know the title of the person you are writing to or when you are writing to a company, government agency or organization. It eliminates the courtesy titles (Mr., Mrs., Ms., Dr.), the salutations and the complimentary close. The focus of the letter is on the body and what is to be said. The spacing is the same as the block format.

[Click here to use this template](#)

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

SUBJECT: PRINTING SUPPLIES

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXX

Signature

Joan McAllister

JFM:eer

Letterhead

Date

Inside Address

Subject of Letter
(highlight this
summary line with
capitalization, bold
face or underlining)

Body
(2 spaces between
paragraphs)

Signature

Typed Name
Additional
Information

Hanging Indented

On occasion you will see this form but, for all practical purposes, it is seldom used. Its main advantage is that it calls attention to the body and each of the paragraphs. Spacing between the lines and sections is the same as in previous examples.

[Click here to use this template](#)

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:

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

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

A sixth form of letter is the Memo. Though used primarily as an interoffice communication, it is occasionally used as a business letter format. The top of the Memo indicates the date, the name(s) of the recipient(s), the name(s) of the sender(s) and the subject. The abbreviation “RE” is sometimes used instead of “Subject.” This information is placed at the left margin. The body of the Memo is in block form. A signature and additional information are optional. The signature is often placed near the center with the additional information at the left margin.

[Click here to use this template](#)

MEMORANDUM

Date: August 10, 20XX
To: Terry Lancaster
From: Joan McAllister
Subject: Printing Supplies

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXX

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)*

C

CHAPTER 4

Collection Letters

This chapter has sample collection letters you may have to write. The types of collection letters included are:

- Notification
- Reminder
- Inquiry
- Urgency
- Final Notice/Ultimatum
- Insufficient Funds
- Thank You for Payment
- Lost Payment/Apology

In this section, at the side of the page, you will find a brief explanation of each part of the letter. The first letter identifies each section of the letter. Subsequent letters identify only changes to the basic format.

Step-by-Step Guide

The purpose of the collection letter is to get the customer to pay an overdue bill.

Step 1: Check the spelling of the recipient's name. Use a gender-specific courtesy title only if you are certain of the recipient's gender. There is nothing more embarrassing or irritating than getting a collection letter, except getting one that is addressed improperly.

Step 2: The first part of the letter should state the concern and the situation (date purchased, amount owed and date due).

Step 3: The next part of the letter should indicate the deadline for paying the bill and any penalties that may result. You may also wish to indicate your company's policy concerning late payments, grace periods, penalties or alternative payment plans.

Step 4: The third part of the letter should indicate the consequences of not paying the bill. Initially, these may be penalties but, as the bill becomes more delinquent, it may include warnings of ruined credit ratings or involvement of a collection agency.

Step 5: The final part of the letter should encourage the recipient to send full payment or contact you to arrange a payment schedule. End with good will and a positive attitude that this situation will be resolved satisfactorily.

Note: At the end of this chapter is a checklist to use when you write collection letters.

Notification

This letter is to notify the recipient that the bill is overdue.

[Click here to use
this template](#)

4

Western Wear
2212 Boot Hill Rd. • Cheyenne, WY 82001

July 5, 20XX

Ted Wilson
515 Ramey Ct.
Laramie, WY 82063

Dear Mr. Wilson:

Thank you for shopping with us. You are a valued customer. We appreciate your business and know that you want to keep your account current with us.

On May 15, 20XX, you purchased merchandise worth \$319.04 from our store in Laramie. Your payment of \$100 is now overdue.

In the credit agreement you signed, you agreed to pay off your bill in three payments. The first payment of \$100 was due June 15, 20XX. Please send this amount now.

Failure to pay on time may affect your ability to charge merchandise at our store. Thank you for your prompt attention.

You may call me at 800-555-9875 if you have any questions or concerns. Your continued patronage is important to us.

Sincerely,

Signature

Mary West
Credit Manager

MJW:cjl
Writing Collection Letters

Letterhead

Date (2-3 spaces)

*Inside Address
(2-3 spaces)*

Salutation

State the Concern

State the Situation

Indicate Deadline

*Indicate
Consequences*

*Indicate Contact
Indicate Goodwill*

*Complimentary
Close*

Signature

Typed Name

*Additional
Information*

Reminder

This letter reminds the reader that the bill is overdue and the payment still hasn't been received. Be careful to focus on observable behaviors and to avoid assumptions. Saying, "We have not received payment," is an observable behavior. Saying, "You have not sent payment," is an assumption. Stay positive.

4

[Click here to use this template](#)**Western Wear**

2212 Boot Hill Rd. • Cheyenne, WY 82001

August 5, 20XX

Ted Wilson
515 Ramey Ct.
Laramie, WY 82063

Dear Mr. Wilson:

We have not yet received your payments. This is to remind you that both your first and second payments of \$100 are now overdue. This \$200 plus the balance of \$119.04 is due on August 15.

In the credit agreement you signed, you agreed to pay off your bill in three payments. The first payment of \$100 was due June 15, 20XX, the second payment of \$100 was due July 15, 20XX, and the final payment of \$119.04 is due August 15, 20XX. Please send the full amount in 10 days.

Failure to pay on time will affect your ability to charge merchandise at our store. If you want to discuss your account, call me at 800-555-9875. Perhaps we can arrange a more comfortable payment plan.

Thank you for your immediate attention.

Sincerely,

Signature

Mary West
Credit Manager

*Remind Recipient of the Situation**Request Payment and Indicate Deadline**Indicate Consequences, Alternative and Contact**Indicate Goodwill*

Inquiry

This letter inquires why the bill isn't being paid. It assumes that the bill is overdue. It's a good idea to follow this letter with a personal phone call inquiring about the payment delay. Often an alternative plan can be arranged to suit the recipient's current budget constraints. If another agreement is reached, send a copy of the new payment plan to the recipient. Continue to follow up letters with phone calls to maintain open communication. Keep a log of all calls.

4

[Click here to use this template](#)**Western Wear**

2212 Boot Hill Rd. • Cheyenne, WY 82001

September 5, 20XX

Ted Wilson
515 Ramey Ct.
Laramie, WY 82063

Dear Mr. Wilson:

Is there some reason you have not paid your bill of \$319.04?

In the credit agreement you signed, you agreed to pay off your bill in three payments. Your total bill is now overdue. Please send \$319.04 within 10 days. If you have any questions or concerns regarding this bill, please contact me at 800-555-9875 by September 10.

Failure to send the full amount by September 15 may mean that your bill is turned over to a collection agency. Your prompt attention is urgent to protect your credit.

Sincerely,

Signature

Mary West
Credit Manager

MJW:cjl

*Inquire**Indicate Deadline**Indicate Contact**Indicate
Consequences*

Urgency

This letter stresses the urgency of the need for the customer to take some kind of action on the bill. It is a continuing progress report on the recipient's account. If an alternative payment plan has been reached previously, indicate the details of the agreement and the telephone contact dates to keep an accurate record of communications.

4

[Click here to use this template](#)

Western Wear

2212 Boot Hill Rd. • Cheyenne, WY 82001

November 5, 20XX

Ted Wilson
515 Ramey Ct.
Laramie, WY 82063

Dear Mr. Wilson:

Your bill of \$319.04 is now overdue 60 days. Send \$319.04 within 10 days. If you cannot send the total, please call me at 800-555-9875.

Failure to respond may mean that your bill is turned over to a collection agency. Thank you for your prompt attention.

Sincerely,

Signature

Mary West
Credit Manager

MJW:cjl

*State the Situation
Indicate Grace
Period (indicate
alternative, if
agreed)*

*Indicate Probable
Consequences*

Final Notice/Ultimatum

This letter is the final notice the customer receives. It gives the customer an ultimatum: If you do not respond, this will happen. After this letter there are no more chances.

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4

Western Wear

2212 Boot Hill Rd. • Cheyenne, WY 82001

December 5, 20XX

Ted Wilson
515 Ramey Ct.
Laramie, WY 82063

Dear Mr. Wilson:

Your bill of \$319.04 is now 90 days overdue.

The total amount is due now.

If your payment in full is not received by December 10, your file will be turned over to a collection agency.

Sincerely,

Signature

Mary West
Credit Manager

MJW:cjl

State the Situation

Indicate Deadline

*Indicate
Consequences*

Insufficient Funds

Sometimes a good customer sends a “bad” check.

[Click here to use
this template](#)

4

Zenith Building Supplies
678 Central Parkway
Durham, NC 27715

August 13, 20XX

Tim Blackwell, President
Blackwell Builders
98 Diego Dr.
Durham, NC 27713

Dear Mr. Blackwell:

Thank you for your July 28 payment, check #1429 for \$200.
Unfortunately, it was returned by your bank because of
insufficient funds.

I’m returning the check to you for your review. Please send a
payment this week after you reconcile this matter with your bank.
If we receive your payment by August 31, you will avoid accruing
additional interest charges on your outstanding balance with us.

Your continued patronage is important to us. We appreciate your
good payment record in the past year. We know that you, too, will
be happy when this situation is resolved. If I can help, just call me
at 800-555-1234.

Sincerely,

Signature

Jack Quentin

Enc.

*Thank You
State Problem*

Action Plan

Goodwill

Thank You for Payment

A collection letter that is often neglected is the thank you note. It can provide a reminder of both the account status and the customer's importance.

[Click here to use this template](#)

4

Word Trade, Inc.

5698 Adie Road • St. Ann, MO 63074

April 19, 20XX

Vern Mueller
13245 Greenwood Lane
Overland Park, KS 66213

Dear Mr. Mueller:

Thank you for your payment of \$563.89. Your current balance is \$3,000 — your credit limit. A payment of \$500 is due May 1.

We appreciate your attention to your account status with us. Your patronage is important to our company.

If we can assist you, please contact us at 800-555-9000.

Sincerely,

Signature

Anita Collins
Account Executive

AC:etr

*Thank You
Caution/Reminder*

Appreciation

Contact Information

Lost Payment/Apology

Sometimes a bill adjustment and an apology are necessary.

[Click here to use
this template](#)

4

Deem's Department Store
2030 Aquamarine Road
Silver Spring, MD 20904

August 4, 20XX

Mrs. Franklin
5930 E. 46th St.
Colesville, MD 20901

Dear Mrs. Franklin:

Your patience has been bountiful. When we last spoke on Friday, I had not yet located your payment. I have credited \$45.89 to your account today.

Our policy states that one percent interest (APR) is accrued on the last workday of the month on any account balance. However, we are withdrawing this policy for you for August 1 through October 31, during which time your account will reflect a zero-interest adjustment.

We found your check (#984, dated June 20, 20XX) on our mailroom floor this morning. The envelope was torn away and the check was crumpled. We are still speculating about how it disappeared.

To offset any inconvenience the interim bills have caused you, we are enclosing a 20 percent discount coupon for your next order. Just attach the coupon to your order and I'll personally assist you.

Thank you for your patience, Mrs. Franklin. Please accept our warmest apology.

Sincerely,

Signature

Sybil Paxton
Customer Service Manager

SP:mmm

*Acknowledgment
Adjustment*

Policy

Adjustment

Reason

Benefit

*Thank You
Apology*

Checklist

- Did you verify the name of the recipient?
- Was the tone of the letter firm but understanding?
- Did you state the amount owed?
- Did you state when the bill was originally due?
- Did you state the penalties, if any?
- Did you suggest an alternative payment plan?
- Did you state the grace period, if any?
- Did you state the new deadline?
- Did you summarize telephone contacts?
- Did you indicate the consequences of not paying the bill?



C

HAPTER 5

Sales and Promotional Letters

5

Actually, all letters are sales letters in business. You are selling a service or product as well as your image as a business. These letters intend to initiate or close a sale. The broad categories follow:

- Request for Appointment
- Prospect Lead
- Sales Letter to Client
- Letter of Introduction
- Follow-Up on Letter Sent
- Delinquent Reply
- Extremely Delinquent Reply
- Requesting Customer's Assistance
- Sales Follow-Up
- Confirming Sales Order
- Reminder That a Sale Is About to End
- Announcing a Sales Campaign, Promotion or Incentive Program
- Announcing a Sales Campaign to Preferred Customers
- Announcing New Products to a Select Group of Customers
- Announcing a Price Increase
- Transmittal Letters

At the side of the page, you will find a brief explanation of each part of the letter. The first letter identifies each section of the letter. Subsequent letters identify only changes to the basic format.

Step-by-Step Guide

Sales and promotional letters are used by salespeople to set up or confirm appointments, announce sales promotions, congratulate salespeople on their successes and introduce new salespeople to their clients. The letter itself is a sales tool. These letters are often more creative in content and composition than other kinds of letters.

- Step 1:** The first part of the letter states your purpose. Depending on the reason for writing the letter, this may vary from requesting an appointment to introducing a new salesperson. Your purpose is to stimulate the reader's interest. Identify the benefit to your recipient.
- Step 2:** The second part of the letter gives details or background information. This is the persuasive part of the letter. If you are making a request, then this part would give the reason for the request. For example, in a request for an appointment, the second part would set up the time for the appointment, provide the telephone number where you can be reached and state the location of the appointment. If you are introducing a new salesperson, this part would give his background.
- Step 3:** The last part of the letter acts as a statement of desired action and as a summary reminding the recipient of the letter's general nature. In many sales and promotional letters, this is a thank you; in others it is a restatement of what has been said previously. It may also be used to summarize the details of an appointment. Many sales letters include a handwritten postscript to emphasize urgency or a benefit.

Note: At the end of this chapter is a checklist to use when you write a sales and promotional letter.

Request for Appointment

This letter is used by the salesperson to set up appointments and to announce his schedule. Include an added service or an “extra effort” to encourage the recipient to see you later. It is an introductory letter and should be followed up with another letter or phone call.

[Click here to use this template](#)

5

Carrington's
38 E. 91st St. • Chicago, IL 60614

January 25, 20XX

Linda Montgomery, Manager
A-1 Cleaners
2903 Burreth St.
Lincoln, NE 68506

Dear Ms. Montgomery:

I will be in Lincoln on February 3 and would like to meet with you at your office to discuss cleaning supplies you may need in the second half of the year.

I have enclosed our latest catalog. Please note the items in yellow highlight. They are special values or new products that A-1 Cleaners will want to take advantage of now.

I will contact you later this week to schedule an appointment. If you need to get in touch with me, call me at 800-555-9047. I look forward to talking with you. Thank you for your continued business.

Sincerely yours,

Signature

Douglas James
Sales Representative

DNJ:llr
Enc.

P.S. See page 68 of our catalog for a great value on our most-ordered product choice!

Letterhead

Date

Inside Address

Salutation

Request for Appointment

Benefit

Added Service

Confirmation

Thank You

*Complimentary Close
Signature*

*Typed Name
Title*

*Additional
Information*

Postscript

Prospect Lead

This letter is a follow-up from a lead given to the salesperson. It introduces the salesperson to the prospective lead.

[Click here to use this template](#)

5

Tom's Sport Supply
665 Spinning Wheel Ct. • Bilmont, UT 84106

December 4, 20XX

Terrance O'Toole
Golfers Teed Off
870 C. Street
Walla Walla, WA 98661

Dear Mr. O'Toole:

You and your firm have been recommended by Cal Gonzonles of Fore, Inc. Cal indicated that you may be interested in the line of products that we have, particularly our new Golflite line. I have enclosed our latest catalog.

I will be in the Walla Walla area the week of December 16. I would like to meet with you to discuss how our Golflite line can help your business. I will contact you within the next 10 days to schedule an appointment. In the meantime, if you have any questions, call me at 800-555-1125. I look forward to meeting you.

Sincerely yours,

Signature

Chip Ashcroft
Sales Representative

CNA:pam
Enc.

Purpose

*Reference
Added Service*

*Request for
Appointment*

Contact Information

Sales Letter to Client

A sales letter to introduce the contact and generate interest.

[Click here to use this template](#)

WAVERLEY HOTEL

360 South Dearborn • Chicago, IL 60604

August 15, 20XX

Fred E. Sherman, Secretary
The Paramount Institute
P.O. Box 323
Orlando, FL 32822

Dear Mr. Sherman:

Just a note to introduce myself and to let you know of the Waverley Hotel's interest in the 20XX meeting plans of the Paramount Institute.

The Waverley Hotel contains 674 newly redecorated guest rooms; this includes 12 double room suites. The hotel is located in the heart of Chicago, only 30 minutes from Midway airport. Our three four-star restaurants offer our guests variety in menu selection and atmosphere. Our 36,000 square feet of meeting and banquet space include the city's largest ballroom and the largest on-site exhibition hall. I have enclosed a complete schedule of our function space dimensions and capacities.

Please stop by and see us if you are in our area — we would like the opportunity to show off our hotel. In the meantime, however, I will call your office next week to answer any questions you may have on the Waverley's facilities and to discuss how we may be of service to the Paramount Institute.

Sincerely,

Signature

Carol Brawn
Director, Convention Services

JS:drb

Enc.

5

Reason for Letter

Details

Enclosure

States Follow-up Plans

Contact Information

Sales Letter to Current Client

This letter asks an existing client for more business.

[Click here to use this template](#)

GERSON ACCOUNTING SERVICES
P.O. Box 514
San Francisco, CA 94133

September 10, 20XX

John L. Hoffman
United Services Bank
P.O. Box 8976
San Francisco, CA 94133

Dear Mr. Hoffman:

This afternoon I spoke with Don Smith at the United Services Bank in Berkeley. During our conversation, Don mentioned that the bank uses a local CPA firm to maintain their book depreciation records.

Since we prepare the tax return for United Services Bank, it would seem to make sense for us to maintain both systems. We would incur some set-up cost; however, this would be recouped over a relatively short period through efficiencies in running both depreciation systems through one software package.

If you are interested in this idea, I will put together an estimate of the set-up cost for you. For your information, since the bank's book depreciation system is in very good shape, I would anticipate our set-up time on this account to be less than what we have encountered in setting up other clients.

Sincerely,

Signature

Steve Brooks
Vice President

JFS: dkf

5

Statement of the Situation

Reason

Benefit

Service

Benefit

Letter of Introduction

This letter is used to introduce one person to another — such as a new salesperson to an established client. If you address the recipient by first name, you can do likewise with the person being introduced. If a courtesy title and a last name are more appropriate, be consistent with all the names that are mentioned in the salutation, body and closing signature.

[Click here to use this template](#)

5

Sea Lanes

8945 N. Shore Dr. • Boston, MA 01611 • 1-800-555-3456

November 22, 20XX

Carl N. White
Lobster Trappers Ltd.
Box 65
Kepaquadick Cove, ME 04103

Dear Carl:

I am happy to introduce our new sales representative, Terry King, to you. Terry will be in charge of servicing your account.

Terry is a graduate of the University of Maine and holds a degree in Sales and Marketing. For the last five years he has worked as a salesman for Boston Fisheries and Equipment. We are proud to have him on our staff and are sure he will be able to give you the kind of service you have come to expect from Sea Lanes.

Please call us if there is anything we can do for you. Terry will be contacting you within the next two weeks to personally introduce himself, discuss his monthly schedule and answer any questions you might have. Ask Terry about his family's secret recipe for lobster!

Sincerely yours,

Signature

T.K. (Tip) Walton
Director of Sales

TKW:joi

*Introduction
Reason*

*Background
Information*

Support

*Request
Contact Information
Personal Note*

Click here to use
this template

Follow-Up on Letter Sent

This letter asks the customer if he has received a letter.

Three W's

Box 231 • Medford, MO 64506

December 1, 20XX

Richard Patterson
789 Winterwood Lane
St. Joseph, MO 64503

Dear Mr. Patterson:

On November 10, I sent you a letter describing our newest product.
Did you receive the letter?

I will be happy to answer any questions you may have and explain
the unique features of Vu-More and its benefits to you.

You are a valued customer. If there is any way that
I can help you in making a decision, please call me at
800-555-1309.

Sincerely,

Signature

Kay Lynne Overmeyer
Sales Director

KLO:pst

Reference

Purpose

Compliment

*Assistance Offer and
Contact Information*

5

Delinquent Reply

This letter is used to remind a customer who has not responded to a recent letter.

[Click here to use this template](#)

Lakeland Insurance
7779 23rd St. E. • Camden, NJ 08610

October 2, 20XX

Barry Wu
Wu's Gardens
558 Magnolia
Garden City, NJ 08638

Dear Mr. Wu:

Just a reminder: I recently sent you a computer printout of a proposal of health insurance for your employees.

I have attached another printout for your convenience and hope that you will take the time to review it. As you can see, we offer a competitive package. Plans A and B are especially responsive to your needs.

I will call you next Friday after you have had time to review the proposal. I am eager to do business with you. In the meantime, if you have any questions or concerns, I can be reached at 308-555-9847.

Sincerely,

Signature

Terry Laforge
Sales Manager

TML:wie
Enc.

5

Reminder

Review

Emphasis

Assistance Offer

Contact Information

Extremely Delinquent Reply

This letter is used when a customer has not responded after a long period of time.

[Click here to use this template](#)

5

Cattleman's
3567 Hereford Lane • Tulsa, OK 73072

July 15, 20XX

J.M. Chesterman
900 Oilman Highway
Tinderbox, CO 80215

Dear Mr. Chesterman:

Yesterday I was going through our files and realized that we had neglected to contact you concerning our proposal to replace your cattle feeders.

I realize that four months have passed since I sent you the information, so I have attached our original proposal. I hope you will take time to look it over. We feel our prices are very competitive and the quality and durability of our feeders will actually save you money in the long term.

I will call you next Monday after you have had time to review the proposal. I am looking forward to doing business with you. If you have any questions or concerns, I can be reached at 308-555-9847.

Sincerely,

Signature

Theodore "Tex" Miller
President

TJM:ssm
Enc.

P.S. You can save \$535 on a feeder this year!

Statement of the Situation

Reference

Benefits

Contact Information

Postscript

Requesting Customer's Assistance

This letter is used as a foot in the door and to request that a potential customer help the salesperson.

[Click here to use this template](#)

5

Martin Medical

3445 Medford Ave. • Charleston, SC 29624

March 17, 20XX

Terrance Reilly
Box 557
Camden Creek, SC 29625

Dear Mr. Reilly:

I would like your help in solving a problem that people in businesses such as yours have.

Each year, businesses that sell medical supplies are faced with hundreds of new products. We would like your assistance in answering the enclosed survey. By doing so, you will let us know how we can best serve you. Also enclosed is a 10 percent-off coupon to use on your next order to thank you for your time. I'll call you on Wednesday to ask your opinions concerning the survey.

We value people like you who are willing to take their time to help us serve our customers better. Thanks for all your help.

Sincerely yours,

Signature

Jack Larimer
Sales Manager, 800-555-3590

JKL:jiw
Enc.

P.S. The coupon is good now!

Assistance Request

*Background
Information*

Added Service

Thank You

Postscript

Sales Follow-Up

This letter is used to follow up on a sale that has been made. It may be a thank you for the business, a clarification of the sale or a pitch for future sales.

[Click here to use this template](#)

5

Unlimited View

1854 Vision Lane • Arlington, TX 76016

February 15, 20XX

Marlene T. Thompson
Director of Sales
Omni-Optical Co.
334 S. 114th Avenue
Dallas, TX 75218

Dear Ms. Thompson:

Congratulations on your outstanding sales during our recent winter campaign. Omni-Optical sold 23 percent of our total volume during this program. Please commend your sales staff for their impressive efforts.

Because of your success, you now qualify for our quantity discount. Thanks again for your efforts. We look forward to sharing future sales successes with Omni-Optical.

Sincerely,

Signature

J. Kelly Bandman
Sales Representative

JKB:yek

Statement of Sales

Request

Added Service
Thank You
Goodwill

Confirming Sales Order

The following two letters confirm sales taken over the telephone. They offer another opportunity to mention the qualities of the product and make contact with the customer.

[Click here to use this template](#)

5

Mom's Magic
1121 Elm Avenue
Joplin, MO 64804

June 18, 20XX

Ellen Rhymer
Make Believe Catalog Company
P.O. Box 5217
Amity, OR 97101

Dear Ms. Rhymer:

Thank you for your order of 200 Treasure Trunks from Mom's Magic. I believe you will be very satisfied with the quality of costume pieces included in each. It is this quality which makes my imaginative play apparel so unique.

As we discussed, I will be shipping 125 storybook trunks and 75 professional trunks to be received no later than August 1. I will be contacting you the week of October 1 to determine if additional trunks are needed. If you need to place an order before then, please call me at 913-555-6215.

Thank you again.

Sincerely,

Signature

Jennifer Lewis

Thank You

Benefit

Confirmation

Contact Information

Click here to use
this template

5

Maximum Sales, Inc.
555 West Access Road
Columbia, MO 65217

March 14, 20XX

Andrew Roberts, President
University Sports
468 Baltimore
Kansas City, MO 64105

Dear Mr. Roberts:

This is to confirm your phone order made March 14 for 10, 50-count cases of mini-flying disks in fluorescent colors (green, yellow and pink) to be delivered no later than May 1, 20XX. Your logo, a copy of which is enclosed, will be printed on each disk in black ink.

Thank you for placing an order with Maximum Sales. I understand that these flying disks will be included in the registration packets of all participants at the Mid-America Soccerama scheduled for Memorial Day weekend. I believe you will be pleased with the increase in sales and name recognition that will result due to this marketing promotion.

We look forward to being of service to you in the future.

Sincerely,

Signature

Lisa Nixon
Sales Consultant

Confirmation

Details

Goodwill

Benefit

Complimentary Close

Reminder That a Sale Is About to End

Remind a customer that a sale or sales campaign is about to end.

[Click here to use
this template](#)

5

Myrna's Furniture Mart

709 Downey Road • Wiltonshire, NH 03068

April 25, 20XX

Grant W. Werner
Rural Habitats
R.R. 3
Wiltonshire, NH 03104

Dear Mr. Werner:

It hardly seems possible, but there is only one week left in our annual Eastertide Sale. Our letter announcing the sale arrived four weeks ago. It seems like yesterday.

It's still not too late to take advantage of this gigantic sale. The prices this last week are being slashed in half. Come in and take a look at what we have to offer. Our entire sales staff is ready to work with you and Rural Habitats.

Attached is our Eastertide Sale flyer. Please take time to look it over and then come see us. You will be glad you did.

Sincerely,

Signature

Myrna L. Meyerhoff
Sales Manager

MLM:kwn
Enc.

P.S. See the special offer on Page 2 of the flyer!

First Reminder

Review

Added Service

Second Reminder

Announcing a Sales Campaign, Promotion or Incentive Program

This type of letter informs clients of upcoming sales promotions, incentive programs or special sales packages that are available. It is followed by a personal call from the salesperson.

[Click here to use
this template](#)

5

Unlimited View

1854 Vision Lane • Arlington, TX 76016

September 15, 20XX

Marlene T. Thompson
Director of Sales
Omni-Optical Co.
334 S. 114th Ave.
Dallas, TX 75218

Dear Ms. Thompson:

Unlimited View will start its winter sales campaign
on November 1.

In the past, this campaign has enabled Omni-Optical to offer its customers a wide selection of products at very competitive prices. It is an outstanding way to attract new customers and build traffic for your business. I have enclosed a sheet explaining all of the particulars along with our latest catalog.

I will call you within the next 10 days to answer any questions you have about the program and take your order. All orders have to be in by October 15. As always, it is a pleasure working with Omni-Optical.

Sincerely yours,

Signature

J. Kelly Bandman
Sales Representative

JKB:yek

Announcement

Explanation

Benefits

Added Service

Deadline

Thank You

Announcing a Sales Campaign to Preferred Customers

Announce a sales campaign to preferred customers, thus giving them a head start in purchasing, or offer them further reduced prices.

[Click here to use this template](#)

5

Green Mountain Antiques Wholesale
Stapleton, VT 05020

January 19, 20XX

Max Castle
Heavenly Daze Antiques
Wiloughby, NH 03308

Dear Mr. Castle:

Green Mountain Antiques Wholesale will hold its Winter Sale during February 12-16.

As a preferred customer, you are invited to attend a pre-sale showing on February 11, with discounts up to 50 percent on specially marked items. We feel this is just one small way that we can repay you for all your business over the years. Our enclosed flyer shows you some of the outstanding values available.

Thank you for your business. I hope we will see you on February 11.

Sincerely,

Signature

Madeline O'Shea

MAO:ser
Enc.

Announcement

Elaboration

Effective Date

Benefit

Thank You

Announcing New Products to a Select Group of Customers

Announce new products to a select group of regular customers. It may be seen as a sales pitch.

[Click here to use this template](#)

5

Ft. Dodge Appliances
563 Grand Ave. • Ft. Dodge, IA 50569

October 30, 20XX

Caroline M. Ness
R.R. 3
Gowrie, IA 50337

Dear Ms. Ness:

Ft. Dodge Appliances is pleased to announce our new line of Wonder Work Appliances. We are now the authorized Wonder Work dealer for Ft. Dodge.

Wonder Work Appliances, established for three decades in the East, is now expanding to the Midwest, and we are excited to be part of its expanding network. It specializes in small appliances that are known throughout the industry for their quality and durability. So that you may have a chance to see the appliances at work, we have arranged to demonstrate them this Saturday, November 3, at our store from 9 a.m. to 5 p.m. Special discounts are available if you bring this letter.

Thank you for your continued business. We look forward to seeing you this Saturday.

Sincerely,

Signature

Barney Carlson

BAC:eeo

Announcement

Elaboration

Added Service

Benefits

Thank You

Announcing a Price Increase

Announce a price increase and soften the blow to the customer.

[Click here to use
this template](#)

5

Grand Greetings, Inc.
330 Big Bend St. • Charleston, SC 29410

February 22, 20XX

Harry C. Marker
Card Distributors, Ltd.
11 Fillmore
Atlanta, GA 30325

Dear Mr. Marker:

Your satisfaction is important to us. In order to continue to produce a high-quality product, we have recently installed new high-speed, high-definition printing presses. This, along with the increased price of paper, has forced us to increase our prices by 10 percent effective March 15. I have enclosed a brochure with the new prices in it for your benefit. Orders received before March 15 will be filled at current prices.

Thank you for your understanding in this matter. We feel that these increases will still allow you to sell these superb cards at competitive prices. We hope you will let us know immediately if there is any way we can serve you better.

Sincerely,

Signature

K. Charles Grand
President

KCG:lpw
Enc.

*Goal of Customer
Satisfaction*

Announcement

Incentive

Thank You

Goodwill

Transmittal With Instructions

Complicated instructions can be handled in a cover letter such as this one. Part of each sale is to get the reader/buyer to perform an action that brings him closer to the close of the sale or resale.

[Click here to use this template](#)

5

Zarcon Laser Systems
80000 Orange Blossom Dr.
Boston, MA 02174

March 15, 20XX

Tony Blumenthal, Realtor
The Winstead Building, Suite 400
P.O. Box 46758
Boston, MA 02180

Dear Tony:

Two copies of the revised six-month leasing agreement for the Zarcon Laser Copier II are enclosed. I'm pleased you are happy with its performance.

The yellow highlights on one copy reflect the changes that we addressed in our March 14 conversation. Please indicate any additions or omissions in the margins and initial and date each correction. I will review the copy and get back to you by April 5.

If the current changes meet with your approval, please sign at the "X" on page 3 of the unmarked copy and return it in the SASE by March 29.

If I may clarify or help in any other way, Tony, please call me at 555-3993.

Sincerely,

Signature

Lee Webster
Senior Account Executive

Enc.

Purpose
Enclosures

Instruction

Alternate Instruction

Contact Information

Transmittal With Request

When you must send material and make a request for other material, use a cover letter such as this. Each exchange of information is part of the sales strategy. Keep all technical discussions brief in the letter, with further explanation in the enclosures.

[Click here to use this template](#)

5

Rocky Flats Physics Facility
2367 Central Avenue
Albuquerque, NM 87106

February 16, 20XX

Joseph P. Harlow, Ph.D.
Defense Engineering
784 Trinity Dr.
Los Alamos, NM 87544

Dear Dr. Harlow:

Your inquiry regarding our services is welcome. I am enclosing a brochure that will summarize our optics program for infrared conductors and the surface lab work we do.

If you will send us similar literature from your agency, I can be more specific about what we can do for you.

I will call you later this week to answer any questions. Thank you for your interest.

Sincerely,

Signature

Zack A. Bromley, Ph.D.

Enc.

Response to Inquiry

*Request
Benefit*

Contact Information

Transmittal With Suggestion

This letter covers technical information briefly and refers to additional service possibilities. Again, allow the enclosures to handle the details of technical material. Use the cover letter to summarize or highlight only.

[Click here to use this template](#)

5

William Hennings Accountants
Drawer NN
Burlington, NC 27216

December 10, 20XX

Linda Maple
77 Cherry Brook Terr.
Burlington, NC 27218

Dear Linda:

Your projection for the possible Grantor-Retained Income Trust (GRIT) is included with this letter.

You may also want to investigate Grantor-Retained Annuity Trusts (GRATs) and Grantor-Retained Unitrusts (GRUTs). I have taken the liberty of including a pamphlet describing these options in more detail.

Please let me know if I may clarify anything for you. We could meet any time next Thursday at your convenience to discuss which trusts best suit your assets and family situation.

Sincerely,

Signature

Davis C. Cernicek

Enc.

Response to Request

Added Service

Assistance Offer

Transmittal With Information

A thank you/sales letter to a client that includes requested information. This provides ongoing client contact.

[Click here to use this template](#)

5

Roger Publications Inc.
8560 College Blvd.
Overland Park, KS 66210

September 21, 20XX

Janet Kirby
Alvarez Advertising
10253 W. Higgins Road, Suite 600
Rosemont, IL 60018

Dear Janet:

You made a wise decision by including *Working Women's Guide* in your marketing plans for Mor-PEP! Thank you for your order.

Working Women's Guide provides the most effective way to reach this big-volume market. Readership is unexcelled, as shown by the recent Starch WOMEN'S Study.

Regarding your question on a preprinted insert card: the investment involved is \$3,000. If you would like for us to print a card, the card would be a net cost of \$1,575. There would be no real cost advantage to using a card attached to our reader service coupon. The cost for the coupon space is \$5,000 and includes the printing. Having your message on the card next to the reader service coupon could be a big advantage, however, for readership.

I'll call your office next week to answer any questions on this — and thanks again for your order.

Rebecca Ruddy
Account Supervisor

Goodwill

Benefit

Information

Benefit

Contact Information

Transmittals With Sales Information

This is a sales letter to a client enclosing promised information.

[Click here to use this template](#)

5

FITZ ADVERTISING, INC.
7592 Front Street
Phoenix, AZ 99065

August 10, 20XX

Robert J. Lee
Powell Glove Company
P.O. Box 5846
Phoenix, AZ 99065

Dear Rob:

How many distributors of work gloves are there? The charts I promised are enclosed.

Along with the charts, I have included information on the availability of the top distributor summaries and the work glove management study. These are “hot off the press” — as of yesterday — and deserve a close look.

Please select the information you want. I can either send it or go over it with you.

I look forward to hearing from you.

Best regards,

Signature

Richard A. Parker

RP/lm

Enc.

Reason

Added Service

Contact Information

A sales letter that also serves as a cover letter for enclosed brochures.

[Click here to use this template](#)

5

United Commercial Bank
P.O. Box 5700
Ukiah, CA 95482

September 14, 20XX

Steven R. Bishop, President
SRB Consulting
P.O. Box 135
Ukiah, CA 95482

Dear Mr. Bishop:

Thank you for your interest in our bank's Small Business Banking Service (SBBS). I certainly enjoyed the opportunity to visit with you Tuesday afternoon.

As I mentioned, SBBS is designed to meet the special banking needs of the small business owner. We have packaged a number of popular services under the SBBS umbrella — including free regular checking account, complimentary personalized checks and a standard safe deposit box.

Enclosed is an SBBS brochure listing our services; I have highlighted in yellow those you inquired about. And with this brochure, I have also included several others on the bank and its offerings.

I will call your office next week to answer any questions you may have and to discuss how United Commercial Bank can best serve you and your consulting company.

Sincerely,

Signature

Michael Warren

MW:kr

Enc.

Goodwill

Purpose

Benefit

Enclosures

Contact Information

Transmittal to Current Client

A cover/sales letter to an existing client. The letter instills a sense of client support from the writer.

[Click here to use this template](#)

5

Roger Publications Inc.
8560 College Blvd.
Overland Park, KS 66210

September 21, 20XX

Joan Morris
NWTC Advertising
P.O. Box 27308
Madison, WI 53707

Dear Joan:

As you mentioned Tuesday, identifying the exact number of working women — single, married, with children and those without children — in today's market is not an easy task. That's why Roger Publications is constantly working to keep you informed about projected industry trends and changes when U.S. Census data becomes outdated.

Finding a unique approach that will influence these key customers is a challenge, also. The *Working Women's Guide* figures (attached) are designed to give you insight and information to make your job easier.

I hope this information continues to help you make key marketing decisions for both AMC and Verasweet.

Best regards,

Signature

Rebecca Ruddy
Account Supervisor

P.S. Thank you for AMC and Verasweet's continued support for Roger Publications.

Benefit

Purpose

Support

Emphasis on Benefit

*Thank You
Goodwill*

Checklist

- Did you use a positive tone?
- Does the letter sell itself?
- Did you introduce the topic of the letter in the first part?
- Did you mention the recipient's accomplishment or benefit early?
- Did you include all of the necessary details for the client such as date, time and place of appointment?
- Did you include a telephone number so the client can reach you?
- Did you take the initiative in the letter for the action you desire?
- Did you include all background information, added service or details necessary in the second part of the letter so the client understands the letter?
- Did you summarize, thank or recongratulate in the last part of the letter?
- If you received the letter, would you do what you are asking the recipient to do?



C

CHAPTER 6

Goodwill Letters

6

This chapter has sample letters to help you write goodwill letters. The broad categories are Professional Recognition and Company Position. These letters identify special events, achievements and issues.

Professional recognition includes:

- Recognizing a Suggestion
- Appreciation
- Official Anniversary
- Speech
- Invitations
- Congratulations
- Thanks for Good Work: Outside Vendor
- Acknowledging an Accomplishment
- Follow-Up After a Sale

Company position includes:

- Explaining Policy and Position
- Encouragement
- Announcing New Fringe Benefits
- Adjustment

Other goodwill letters follow in Chapters 7 and 8.

At the side of the page, you will find a brief explanation of each part of the letter. The first letter identifies each section of the letter. Subsequent letters will identify only changes to the basic format.

Step-by-Step Guide

These letters are designed to promote goodwill among clients and employees.

- Step 1:** The first part of the letter states your purpose. Depending on the reason for writing the letter, this may vary from complimenting an employee on an accomplishment to apologizing for being unable to attend a social event.
- Step 2:** The second part of the letter gives the details or background information for the first part. This may be anything from explaining to a client the action required to correct a problem to giving details about a social event.
- Step 3:** The last part of the letter acts as a summary, reminding the recipient of the general nature of the letter. It may be a thank you, or it may restate what has been said in the first part of the letter. For example, if the letter is congratulatory, the last part recongratulates the recipient.
- Note:** At the end of this chapter is a checklist to use when you write a goodwill letter.

Recognizing a Suggestion

This letter recognizes an employee or business associate for suggestions she has made. Recognition fulfills one of your employees' or associates' greatest personal needs. Use these letters often.

[Click here to use this template](#)

6

Zimmerman's Resort
Highway 131 • Moose Lake, MN 55438

June 30, 20XX

Maxine Moehlmann
Box 25
Moose Lake, MN 55438

Dear Maxine:

Thank you for your great suggestion on how to organize the annual fish fry at Zimmerman's. Your idea means we can serve 100 more people than we did last year. Without a doubt, it is the single best idea that I've seen in a long time.

As you know, Zimmerman's motto is "Fun for All," and as a reward for your suggestion, we are giving you a day-long pass to Valley Faire in Shakopee, Minnesota, for you and your family. We hope you all can live up to Zimmerman's motto.

Thank you once again for your great idea. With employees like you, Zimmerman's will only get better.

Sincerely,

Signature

Sally Zimmerman
President

SJZ:dft

Letterhead

Date

Inside Address

Salutation

First Thanks

*General Statement
About Company
(optional)
Benefit*

*Second Thanks
(optional)*

Complimentary Close

Signature

Typed Name

*Additional
Information*

Appreciation

This letter expresses appreciation for something that was done. Quite often these are to employees of a company. Thank you notes are meaningful rewards. The written word has power.

[Click here to use this template](#)

Seven Sisters

709 Starry Way • Council Bluffs, IA 50574

April 13, 20XX

R.K. Kirkman
4590 N. Iowa Avenue
Omaha, NE 68164

Dear Mr. Kirkman:

On behalf of the staff at Seven Sisters, I want to express my appreciation for your help in our recent ad campaign. Your tireless efforts made the campaign one of the most successful we have ever had.

Seven Sisters' success relies heavily on the commitment of its employees. Devotion such as yours allows us to be leaders in the field of fashion merchandising in the Omaha/Council Bluffs area. Your efforts contribute to higher sales, and that, as you know, means increased profit-sharing for our employees.

Thank you for all of your hard work. Seven Sisters is successful because of employees like you.

Sincerely,

Signature

Laney Moore
President

LAM:rie

6

*Reason for
Appreciation*

*General Statement
About the Company*

Specific Recognition

Thank You

Official Anniversary

This letter recognizes an official anniversary, such as the ordination of a priest or minister, an elected official taking office or an employee's work anniversary. It elevates morale.

[Click here to use this template](#)

Wood Hollow Cranberries

850 Random Rd. • New London, CT 06320

April 8, 20XX

Edward Brown
8879 Kirksville Ct.
New London, CT 06320

Dear Ed:

All of us at Wood Hollow Cranberries wish to extend our sincerest congratulations on your tenth anniversary here at Wood Hollow. Your work, first as Assistant Plant Manager and now as Plant Manager, has been exemplary. We are most pleased to have you on our management team and look forward to many more years of working with you.

Sincerely yours,

Signature

Grant Kleissman
President

GWK:gmh

6

Congratulations

Specific Positions

Goodwill

Speech

This letter acknowledges a speech the recipient gave and comments on it.

[Click here to use this template](#)

Coolidge High School

3222 25th St., N.E. • Minot, ND 58504

May 23, 20XX

Barbara Rundle, Principal
Lake of the Woods High School
Box 66
Lake of the Woods, MN 20902

Dear Ms. Rundle:

I recently attended the North Central States Principals' Convention in Fargo and heard your speech on problems in the rural high school. I was most impressed and came away with many new ideas and insights.

I was particularly interested in your discussion of college preparation in the rural school. Although Calvin Coolidge High School does not qualify as a rural school, it has many of the same problems. An author I've found most enlightening who deals with rural schools is Garret Randolph. His works, *Rural America*, *Who's Educating You?* and *One Room Schools Grown Up*, are both excellent. Are you aware of these titles? They weren't on your bibliography.

I shall look forward to your speech in Pierre, as I see you are on the program.

Sincerely,

Signature

C. Max Hanks
Principal

CMH:bar

6

Acknowledgment of Speech

Comments About the Speech

Additional Service

Expectation

Invitations — Formal

This letter's formal language reflects the formality of the event. It requires a formal reply.

[Click here to use this template](#)

Erskins and Co.

985 Washington • Boise, ID 83805
555-8800

October 1, 20XX

Carmen and Ted Schmitt
800 Lander Lane
Meridian, ID 83642

Dear Mr. and Mrs. Schmitt:

You are cordially invited to a formal dinner in honor of Samuel Whitters on October 21, 20XX, at 8 p.m. at the Boise Hilton.

Mrs. Schmitt, as you are an associate of Mr. Whitters, we would like you to speak briefly about his work in the lumber industry. If this is possible, please let me know within the next week.

Please note that this is a black-tie event. RSVP with the names of those attending by October 14.

Sincerely yours,

Signature

John Randall III
Chairman, Social Committee

JKR:sat

6

Time, Date and Place of Event

Request

Deadline

Requirements

Invitations — Informal

This letter is more informal and conversational in style. It may require a reply, but the reply may be oral or informally written.

[Click here to use this template](#)

TeleWorld

1810 Ohio Ave. • Little Rock, AR 72293

June 13, 20XX

Ramona Jenkins
55 Tremont
Little Rock, AR 72291

Dear Ramona:

The marketing department is having a surprise get-together next Thursday afternoon after work for the retirement of J.J. Small.

Please bring a gag gift to send J.J. on his way to a happy retirement. We're asking each person to contribute \$5 for a legitimate retirement gift. Wanda Templeman is collecting.

Let Wanda (ext. 233) know by Monday if you can make it so she can order enough refreshments.

Sincerely,

Signature

Chuck Meyers
Chairman, Social Committee

CJM:em

6

*Time, Date and Place
of Event*

Requests

*Requirements
Deadline*

Congratulations

This is a goodwill letter on the part of the company or the salesperson to a client. It congratulates an internal client on an accomplishment.

[Click here to use this template](#)

Capital Life Insurance Co.

369 Wilmington Blvd. • Camden, NJ 07102

May 7, 20XX

Seth Tinkerton Jr.
District Manager
839 Littleton Ct.
Morningside, NJ 07112

Dear Mr. Tinkerton:

Congratulations on being the top district manager in Capital for March and April. You can be proud of your hard work, and we're glad you work with us.

Capital Life honors its high achievers with our Call to Excellence Award. Your achievement in sales will be recognized at the June Convention in Philadelphia. We would like you and your agents to be our guests at a special banquet on June 5, 20XX, at 7:30 p.m. in the Cameo Room of the Hotel International, during which you will receive the award.

Once again, congratulations! It is because of managers like you that Capital Life has achieved the success it enjoys.

Sincerely yours,

Signature

John R. Liu
Vice President

JRL:cco

6

Acknowledgment of Accomplishment

General Statement About Achievement

Specific Details

Restatement

This congratulates a good worker and encourages success for the next task.

[Click here to use this template](#)

FRANKLIN & FRANKLIN ADVERTISING

14 South Fremont St.
Suite 1310
Grand Terrace, CA 92313

October 11, 20XX

Kyle Winters
11850 Mount Vernon Ave.
Grand Terrace, CA 92313

Dear Kyle:

Congratulations on being awarded the Blanding Foods account. You did an excellent job convincing their management that Franklin & Franklin should be the agency to represent their new frozen food line.

The creativity and determination you demonstrated in presenting our company to Blanding Foods will be equally helpful in designing an advertising campaign suited to their needs. Their goal of becoming a leading supplier of frozen desserts to school cafeterias will require an imaginative sales approach.

I look forward to seeing your continued success in dealing with this important new account.

Sincerely,

Signature

Alan G. Franklin
President

6

Specifics

Future Benefit

Encouragement

This letter congratulates a friend or business associate on a recent promotion.

[Click here to use this template](#)

West and Associates
11 East 8th St.
Boston, MA 02116

March 13, 20XX

Richard A. Peters
9032 Thompson
Boston, MA 02116

Dear Richard:

Congratulations on your promotion to general manager at Ryan Corporation. You have excellent business skills and the drive to go far — keep up the good work!

I'm pleased the management at Ryan recognizes your abilities.

Best wishes for many future successes.

Sincerely,

Signature

Peter Monroe

6

Purpose

Personal Comment

Goodwill

Thanks for Good Work: Outside Vendor

This letter expresses appreciation for good work. It serves as a cover letter for workshop material.

[Click here to use this template](#)

Addison Manufacturing
P.O. Box 5310
Boulder, CO 80322

June 1, 20XX

Sharon Young
Right On! Writing
P.O. Box 6864
Boulder, CO 80322

Dear Sharon:

Enclosed is a summary of the evaluations from the accelerated reading course. We are very pleased with the results and feel you met our expectations with a difficult topic quite well.

It has been a pleasure working with you. Sorry that I missed the last meeting of the group.

Again, thank you for tailoring the course and using our own materials so that company objectives were met.

Sincerely,

Signature

Elizabeth Davis
Supervisor, Purchasing Services

Enc.

6

*Reason
Appreciation*

Goodwill

*Thank You
Specific Details*

Acknowledging Accomplishments

In this letter, an employer recognizes a good idea of an employee and mentions the positive comments of others as well.

[Click here to use this template](#)

Baker's Department Store
432 Washington Ave.
Independence, MO 64052

December 12, 20XX

Sharon Rash
2508 East Elm
Independence, MO 64053

Dear Sharon:

You are doing a super job and it shows! Because of your efforts in coordinating the seasonal decorations around one theme, each department looks better — and that has the entire store looking better. And, of course, this makes it a more pleasant place to work for all of us.

Your efforts have been noticed not only by staff but also by our customers. Several have mentioned the “new” look. The extra time you spent on this project is greatly appreciated; the enclosed is our “Thank you for a good idea and a job well done.”

Sincerely,

Signature

Steven Baker
President

Enc.

6

Appreciation

Specifics

Enclosure

A letter to thank a staff member for a job done well.

[Click here to use this template](#)

Schwartz Manufacturing Company
P.O. Box 3732
Secaucus, NJ 07096

April 7, 20XX

John Matthews
819 Brookline Ave.
Secaucus, NJ 07096

Dear John:

Thank you for the excellent job you did in preparing and presenting the quarterly report! It was evident to me and to the group that you had put a lot of time and thought into its preparation. The handouts especially contained very useful information, and you covered in your presentation all the points you and I had discussed beforehand.

Your contribution to the success of Schwartz Manufacturing is greatly appreciated!

Sincerely,

Signature

Robert Gramlich
President

RG:pd

6

Thank You

Specific Details

Goodwill

This thank you letter to an employee is specific. The letter gives details as to why the bonus and the recognition were earned.

[Click here to use this template](#)

A Better Bookstore
499 West Eighth Street
Aurora, CO 80010

November 12, 20XX

Sheila Martin
1422 Cramer Ave.
Denver, CO 80121

Dear Sheila:

Thank you for the extra amount of time and effort you spent to ensure that A Better Bookstore was successfully represented at this year's Mountain State Professional Reading Teachers' Conference. A check is enclosed as recognition of your superior work.

The sales of reading materials for elementary-age students was 20 percent higher than we anticipated. More importantly, I am confident that A Better Bookstore has gained new customers, due to your knowledge of the materials for sale and your emphasis on individualized attention to each conference participant you assisted.

Congratulations on a job well done.

Sincerely,

Signature

Harry Tellman
Manager

6

Specific Situation

Reward

Specific Details

Goodwill

This letter acknowledges an accomplishment of a client, employee, relative of a client or employee, or friend of the company.

[Click here to use this template](#)

Pampered Prints

282 Kefauver Dr. • Mt. Vernon, KY 42040

March 30, 20XX

Maria Fernandez
3333 Trenton Way
Mt. Vernon, KY 42049

Dear Maria:

Your design for our Kute Kids line is outstanding! Pampered Prints is proud that you are one of our employees.

Because of your design, Kute Kids is breaking all records in sales. During the first quarter, Kute Kids outsold all other lines in the Size 6-12 category.

Keep up the good work. We need people like you, Maria, at Pampered Prints.

Sincerely yours,

Signature

Lily Marret
Director of Sales

LNМ:ddl

6

Acknowledgment of Accomplishment

General Statement About Achievement

Encouragement

Follow-Up After a Sale

This letter is a follow-up to an event. It maintains positive contact and encourages repeat business from the client.

[Click here to use this template](#)

WAVERLEY HOTEL

360 South Dearborn • Chicago, IL 60604

October 31, 20XX

Cynthia Brown
The First Management Group
110 First Ave.
Clayton, MO 63105

Dear Cynthia:

It was such a pleasure to have a group like yours as our guest! Not only did we enjoy having The First Management Group in our hotel, but getting to work with you was an added benefit! You are so professional and organized that you make us look good.

Cynthia, if there's anything I can ever do to help you, give me a call. Please stay in touch; the next time you're in Chicago, we'll take some time and see the city!

Sincerely,

Signature

Carol Brawn
Director, Convention Services

6

Compliment

Goodwill

Personal Note

Explaining Policy and Position

This memo clarifies a company's policy and position for its employees. Normally a memo would suffice, but a formal letter may also be appropriate in certain circumstances.

[Click here to use this template](#)

MEMORANDUM

Date: December 23, 20XX
To: All Employees
From: Manuel Gonzales
Re: Policy Concerning Sick Leave

There seems to be some misunderstanding concerning Swithams' sick leave policy.

Each employee is allowed 10 sick days per year during the first five years of employment. For five to 10 years of employment, each employee is allowed 15 days of sick leave. Any employee of 10 or more years is granted 20 days of sick leave. Sick leave may be accumulated up to one full year (365 days). After an absence of two days, an employee must seek medical advice and present a doctor's excuse upon return to work. Failure to do so may result in docking of pay for any sick leave after two consecutive days. For further information, refer to the employee manual, page 23, or contact our Benefits Officer, Barbara Wieland.

I hope this clears up any misunderstanding, particularly concerning the doctor's excuse.

Statement of the Situation

Clarification

Consequence

Specific Issue
Goodwill

6

Encouragement

This letter offers encouragement to the employees of a firm.

[Click here to use this template](#)

RM Trucking

8092 Las Noches • Santa Fe, NM 87538
505-555-0050

December 12, 20XX

Cappy Kappmeier
Wind Willow 13
Santa Fe, NM 87538

Dear Cappy:

Every year I take time to look ahead to what the next year has in store for our employees. Next year's outlook is exciting.

In the past year, RM Trucking has experienced phenomenal growth, moving from the tenth-largest trucking firm in New Mexico to the second-largest. We project that in the coming year we will become number one in New Mexico and number two in the combined states of New Mexico and Arizona. It is because of our farsighted staff that we have been able to achieve this kind of success. Naturally, this success affects everyone who works for RM Trucking. Because of our unique profit-sharing plan, each employee benefits.

Next year will be exciting at RM for all of us involved. I hope you will make the most of these opportunities.

Sincerely,

Signature

Ronald Martin
President

RMM:wan

Purpose

Explanation of the Purpose

Benefits

Restatement Encouragement

Announcing New Fringe Benefits

This letter announces new fringe benefits to employees of a company.

[Click here to use this template](#)

Warwick Manufacturing

1500 Burnside Parkway • Warwick, RI 02891

August 24, 20XX

Glenn Golden
90 Wuthering Heights Dr.
Kingston, RI 02881

Dear Mr. Golden:

It is my pleasure to announce that Warwick Manufacturing is offering a new employee benefit plan starting January 1.

After much discussion with management and labor, we have settled on a plan that allows you to choose those benefits you want and need. The enclosed brochure outlines the complete program. We are excited about it because you will have total control over your benefits.

Please call Sally Martin in the Human Resources Department if you have any questions or concerns.

We hope that you will be pleased with this new benefit package.

Sincerely,

Signature

Susanna M. Graham
President

SMG:eer

6

Announcement

Explanation

Enclosure

Contact Information

Closing Statement

Adjustment

This letter requests an adjustment, either business or social, and asks for the understanding of the person for whom the adjustment is being asked.

[Click here to use this template](#)

Australian Outfitters

P.O. Box 212 • Los Angeles, CA 99045-0212

October 3, 20XX

Corbin Reynolds
3510 Aroya Canyon Road
Hollywood Hills, CA 95234

Dear Mr. Reynolds:

I regret to inform you that your order of boomerangs will be delayed by four weeks because of a recent fire at Outback Boomerangs in Sydney, Australia.

I hope this delay is acceptable. As soon as we found out about the fire, we contacted Woolabang Boomerangs in Alice Springs and were able to fill your order. Unfortunately, its boomerangs take longer to make because they are handmade. This is to your advantage: Though they are more expensive, we will absorb the difference in cost.

Thank you for your understanding and cooperation in this unfortunate matter. If you have any questions, please call me at 800-OUTBACK.

Sincerely yours,

Signature

Tanner Dundee

TJD:mal

6

*Apology
Reason*

Explanation

Benefit

Thanks

Checklist

- Did you use a pleasant tone in the letter?
- Did you state the purpose of the letter in the first part?
- Did you give background and details in the second part to further explain the first part?
- Did you summarize the letter in the last part?
- Is the letter sincere?
- Did you personalize the letter so that it doesn't sound institutional?
- Does the letter express goodwill?
- If you received the letter, would you feel good about it?



C

HAPTER 7

Community Activities Letters

7

This chapter has sample letters dealing with community activities. The broad categories are as follows:

- Solicitation of Funds
- Acknowledgment and Request for Funds
- Appreciation and Fundraising Event
- Acknowledgment of Contribution
- Acknowledgment of Accomplishment
- Thank You
- Grant Request
- Invitation to Serve
- Membership Invitation
- Refusal of a Request
- Expression of Appreciation
- Appointment to Office
- Appointment to a Committee
- Compliment
- Invitation to Speak
- Complimenting a Speaker
- Letter to Legislator Showing Support
- Letter to Legislator Showing Concern

At the side of the page, you will find a brief explanation of each part of the letter. The first letter identifies each section of the letter. Subsequent letters identify only changes to the basic format.

Step-by-Step Guide

These letters address community activities that involve both individuals and corporations.

Step 1: The first part of the letter states your purpose. It may vary from asking a company to take part in a charity fundraising drive to expressing appreciation for an employee's involvement in the community.

Step 2: The second part of the letter gives the details or background information for the first part. This may include giving a reason for declining a public office to indicating your company's policy about an employee's achievement.

Step 3: The last part of the letter acts as a summary, reminding the recipient of the general nature of the letter. It may include deadlines, a thank you, or a re-request.

Note: At the end of this chapter is a checklist to use when you write a community activities letter.

Solicitations of Funds

This letter requests that a company contribute to a charity.

[Click here to use this template](#)

JJT: Heavy Equipment
1288 E. U.S. 63 • Sioux City, IA 50585

April 9, 20XX

William J. Buchheit
President
Sanders and Thoms
348 Lincolnway Dr.
South Sioux City, IA 50585

Dear Mr. Buchheit:

The United Benefit for Community Improvement is starting its annual drive this Monday. We hope you will contribute to this worthy cause.

In the past, Sanders and Thoms has been one of the leaders in the UBCI drive, with its employees giving an average of 2.5 percent of their income to the fund. Naturally, they recognize that the fund improves their lives as well as the lives of others in the area. May we count on your corporate support again? This year we are asking each corporation to match its employees' contributions.

Your contributions provide recreation scholarships to summer and after-school programs for youth, home maintenance assistance for the elderly, AIDS education, a community pantry and kitchen and other programs for community improvement.

Please continue your leadership in community development through your support of UBCI. We are asking that all contributions, employee and corporate, be in the UBCI office, 3001 Carrington Way, Sioux City, Iowa, 56884, by May 15. Thank you for your continued support.

Sincerely yours,

Signature

Lannie Miller
Campaign Chairperson

LJM:wit

Letterhead

Date

Inside Address

Salutation

Request

*Support or
Background
Information*

Recognition

Benefit

Re-request,

Deadline and Thanks

Complimentary Close

Signature

*Typed Name
Additional
Information*

7

An initial information letter is necessary to introduce the non-profit organization to the reader. This information should appeal to both emotion and intellect for the greatest impact.

[Click here to use this template](#)

Haven Home
P.O. Box 124 • Memphis, TN 38124

March 12, 20XX

Dear Friend,

Jenny Louise is 12 years old. Her parents argued last month. The shotgun blast ignited the heater, and her father died in the explosion. Her mother is still hospitalized with severe burns. Jenny Louise was lucky — at least physically. She was placed at Haven Home because no foster parents are available to care for her now. Our community resources are stretched to capacity.

Thousands of children face the consequences of domestic violence each day. Families suffer, children cry and people die. Unresolved, unrestrained anger is at epidemic proportions in most urban communities today. Memphis is included. Within the past 12 months, Haven Home has received 3,122 crisis calls, sheltered 738 individuals and educated 20,493 concerned people.

Individuals like Jenny Louise who seek our help need *your* help. Please consider a donation of time or money — or both. No matter how much of either you have, you have more of each than those at Haven Home.

Time: Apply to be a foster parent through the state human resources agencies. Call us for information or an appointment to contribute your time as a volunteer at Haven Home.

Money: \$20 pays one person's meals for a day; \$50 pays a week's utilities; \$100 trains an adult in anger control or prepares a person for the G.E.D.

Send as much as you can now. Together we can make a difference!

Sincerely,

Signature

Anna Phelps
Executive Director

AP:sfg

P.S. Make your tax-deductible check payable to Haven Home. Thank you!

Story

Statistics

*Appeal for Volunteers
and Funds*

Postscript

7

Acknowledgment and Request for Funds

Follow-up letters provide a nonprofit organization the opportunity to thank a contributor and to suggest future contributions.

[Click here to use this template](#)

Haven Home
P.O. Box 124 • Memphis, TN 38124

March 25, 20XX

Doris Pearson
278 Briarwell St.
Memphis, TN 38121

Dear Doris:

Thank you for your generous donation. Your contribution of \$50 will enable us to continue helping our community fight against domestic violence.

Would you consider giving Haven Home a monthly donation of \$50? Our needs continue throughout the year, and we count on the generosity of people such as you, Doris. Other ways you might consider to help us secure our programs for the future include memorials, trusts, scholarships and bequests. With your financial support and our dedicated volunteers, Haven Home can continue to serve victims of domestic violence with high-quality intervention programs.

Again, thank you for your support.

Sincerely,

Signature

Anna Phelps
Executive Director

AP:sfg

7

Thank You

Acknowledgment

Continuing Need and Appeal

Second Thank You

Appreciation and Fundraising Event

Contributors want to know how their dollars are used. Updating a previous story is one way to show value. Another way is through an appreciation event that may or may not be connected to additional fundraising.

[Click here to use this template](#)

Haven Home
P.O. Box 124 • Memphis, TN 38124

May 5, 20XX

Doris Pearson
278 Briarwell St.
Memphis, TN 38121

Dear Doris:

Thank you! Your pledge for \$25 each month for a year is greatly appreciated.

You asked about an update regarding Jenny Louise: she and her mother are now living with her maternal grandmother, and the investigation around the explosion continues. Thank you for your concern.

Many people have expressed their concern and commitment to stop domestic violence through their pledges and gifts. Some have volunteered as a result. The Board, staff, volunteers and residents at Haven Home want to thank you each in person. Please join us for an appreciation dinner supported by:

Georgio's Fine Italian Restaurant
at 39th Street and Knoll
on Thursday, May 23, 20XX, at 7:30 p.m.

A silent auction will follow dinner. Retail stores at the Galla Center are donating items for our event. We would be delighted to have you attend.

As always, thank you for your help.

Sincerely,

Signature

Anna Phelps
Executive Director
AP:sfg
RSVP by May 20 at 555-3883. See you there!

7

*Thanks
Appreciation*

*Specific
Response*

Suggestions

Appreciation

Event Details

*Fundraising
Event*

Thanks

RSVP

Acknowledgment of Contribution

This letter acknowledges that a company has contributed to a charity.

[Click here to use this template](#)

JJT: Heavy Equipment

1288 E. U.S. 63 • Sioux City, IA 50585

April 25, 20XX

William J. Buchheit
President
Sanders and Thoms
348 Lincolnway Drive
South Sioux City, IA 50585

Dear Mr. Buchheit:

The United Benefit for Community Improvement would like to thank you and your employees for your generous contribution to this year's fund drive. Your contribution of \$99,751 is the largest corporate/employee contribution so far.

Donna Truemper, your UBCI chairperson, will let the employees of Sanders and Thoms know of their accomplishment. This year they gave an average of 2.75 percent of their income to the fund. Their contribution and yours will definitely help us meet our goal of \$2 million.

All of you at Sanders and Thoms are to be commended for your generosity. Thank you again for your contribution.

Sincerely yours,

Signature

Lannie Miller
Campaign Chairperson

LJM:wit

7

*First
Acknowledgment of
the Contribution*

*General Statement
About the
Contribution*

Specific Details

*Second
Acknowledgment*