

# Business Letter Program



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## Introduction to business

A **business** (also known as an enterprise, a company, or a firm) is an organizational entity and legal entity made up of an association of people.

What is the concept of a business?

- An idea for a **business** that includes basic information such as the service or product, the target demographic, and a unique selling proposition that gives a company an advantage over competitors. A **business concept** may involve a new product or simply a novel approach to marketing or delivering an existing product.

# Business communication

- Business communication is information sharing between people within and outside an organization that is performed for the commercial benefit of the organization.
- The **communication process** is the steps we take in order to successfully communicate. Components of the **communication process** include a sender, (coding) writing of a message, selecting of a channel of **communication**, receipt of the message by the receiver and (decoding) of the message.

# *Business Letter*

A top-down view of a desk with a hand holding a pen, glasses, a notebook, and envelopes. The background is a light blue desk surface. In the top left, there is a small potted plant. In the top center, there is a black wallet with a gold cross. In the top right, there are black-rimmed glasses. In the center, there are two brown envelopes. In the bottom left, there is a black notebook. In the bottom right, there is a hand holding a black pen, wearing a watch with a white face and black numbers. The text 'Business Letter' is written in a white, italicized, serif font with a white underline, set against a dark grey rectangular background in the top left corner.

How do I structure a  
professional business letter?

What is in a business letter?

- A **business letter** is usually a **letter** from one company to another, or between such organizations and their customers, clients and other external parties. The overall style of **letter** depends on the relationship between the parties concerned.

Why do you write a business letter?

- **Business letters** can be written to employees or managers, as well as clients and prospective customers. The **business letter** is a formal type of communication that is usually typed on 8 1/2 by 11-inch white stationery paper.

What is business letter format?

- When writing **business letters**, you must pay special attention to the **format** and font used. The most common layout of a **business letter** is known as block **format**. Using this **format**, the entire **letter** is left justified and single spaced except for a double space between paragraphs.

# 10 Types of Business Letters

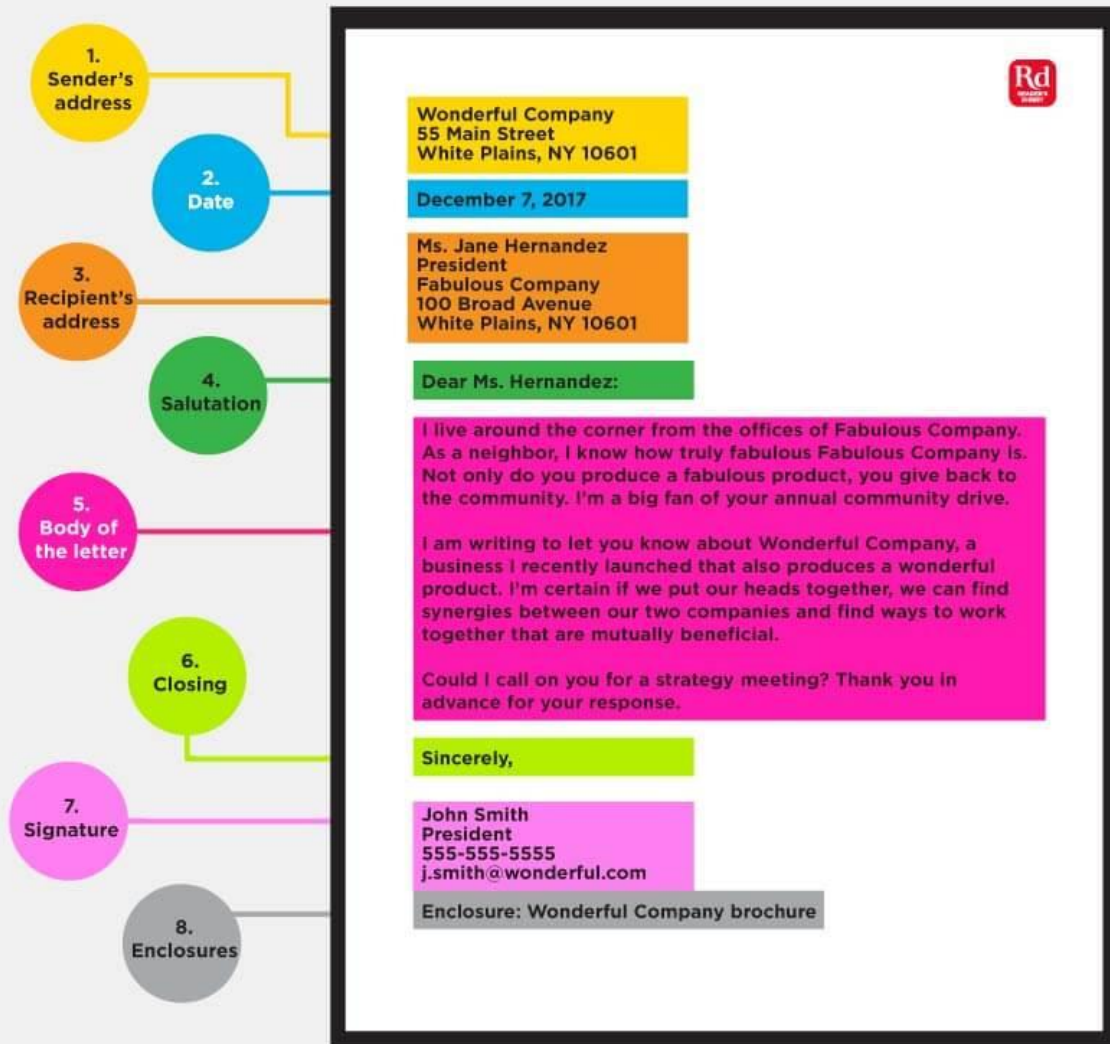
**There are many standard types of business letters, and each of them has a specific focus.**

- Sales Letters.
- Order Letters.
- Complaint Letters.
- Adjustment Letters.
- Inquiry Letters.
- Follow-Up Letters.
- Letters of Recommendation.
- Acknowledgment Letters.
- Cover Letters
- Letters of Resignation

## **What are the main elements of a business letter?**

- **The elements of a business letter are:**
- the heading.
- the date.
- the inside address.
- the salutation.
- the body.
- and the complimentary close.
- an additional notation section often follows the close.

# Format for a Business Letter





# Business Letter Format

Your Street Address  
Your City, State Zip  
Date

**Heading**

**Inside Address**

First and Last Name of the Person to whom you are writing  
Their Street Address  
City, ST Zip

**Salutation**

**Body**

Dear Mr./Ms. Full Name:

You do not want to indent when you are using this format. This is the best format to use when you are writing a persuasive letter. You want to introduce yourself and the topic you are writing about to the reader. Remember that the first rule of writing is to know your audience. In a persuasive letter, you state your opinion or your feelings about something that is important to you after you have introduced yourself. You must sound as professional and passionate as possible. You do not want to belittle the reader or they will not finish reading your letter. Your letter needs to have the facts, reasons, and examples to support your position. Address issues that your reader may have in their argument.

In a second paragraph, you must have solutions. Without solutions, you are only complaining. Offer assistance in solving the problem. Remind the reader where they can contact you.

Sincerely yours,

**Signature**

A. Student

Date

July 1, 2002

Sender's  
Address

GP & ASSOCIATES  
2653 SW Channing Avenue, Suite 400  
Denver, CO 80424  
gparker@gpaccounting.com  
www.gpaccounting.com

Inside Address

Ms. Tai Turlington  
ACTION ITEMS  
2400 Crestview Parkway  
Denver, CO 80444

Salutation

Dear Ms. Turlington:

Body Text

I understand from our mutual acquaintance, Chad Johnson, that you are looking to retain an accounting firm to assist you in the sale of your business. I would welcome the opportunity to show you how GP & Associates was able to help Chad successfully sell his business earlier this year.

As you'll see on our Web site, my associates and I have extensive experience in finance/accounting, internal audits, and tax compliance. For the past several years, we have specialized in business valuation and transition services for sellers. We enjoy working closely with clients throughout the sale process to ensure a smooth transition. As our clients can attest, our various pre-sale price improvement strategies can significantly optimize a business's sale price.

Should you be thinking of purchasing another business, please note that we also offer business acquisition services. For your reference, I have enclosed additional information describing GP & Associates' full range of services.

To set up an appointment to discuss your specific needs, please contact me at 303-459-0037. I know how busy you are, so I will give you a call on Tuesday to follow up if I haven't heard from you.

Best regards,

Closing  
"Call to Action"

Greg Parker

Signature Block

Enclosures  
Carbon Copy

Enclosures  
CC:

# How to write a the business letter step by step



Every part of a business letter, from the stationary to font to letterhead, is a powerful means of communication and conveys the subject's importance. Due to their seriousness, business letters are best used for correspondence such as reference/recommendation letters, employment verification, and business proposals.

## **Sender's Address**

- Your own address is typically included in the letterhead, a printed heading stating an organization's name and address. If the stationary does not include letterhead, set your organization's name (if you're sending on behalf of one) address at the top of the letter, right above the date. Don't include your name or title, because those will be used in the letter's closing.

## **Date**

- Remember to use the American date format when sending the letter within the U.S. It should go in the following order: the month (spelled out), the day, and then the year.

## **Recipient's Address**

- This should include the recipient's name, title, company, and address. When addressing the recipient, use the appropriate personal title, such as Ms., Mrs., Mr., or Dr. If you're not sure of a woman's preferred title, Ms. is the safest option. Also, keep in mind that people usually prefer to be addressed using a higher title than lower, so if there's a possibility the person is a doctor but you're unsure, it's OK to use Dr.

# Salutation

- You want to sound as professional as possible, so the best salutation for a formal business letter format starts with “Dear.” Avoid using casual greetings like Hi, Hello, and Hey. Along with the proper title, address the recipient by their last name followed by a colon. There’s always the more generic option of using, “To Whom it May Concern,” but try to be as specific as possible (here are the [only times you should really use “To Whom it May Concern”](#)). Also, stay away from just using the person’s name as that can come off as too abrupt.

## **Body of the Letter**

- Make the purpose of your letter clear by keeping it simple, targeted, and concise.
- The best business letter format spacing is single space, and leave a line space between each paragraph.
- Left justify each paragraph.
- The first paragraph should provide a friendly greeting and an introduction to the letter's motive.
- The following paragraphs should provide more information and detail on why you're writing.
- The last paragraph restates the letter's purpose and thanks the reader for taking the time to review your letter.

## Closing

- There are a ton of phrases you can use when signing off, including “Sincerely,” “Respectfully Yours,” “Best Wishes,” etc. When printing the letter, leave four lines between the closing and the sender’s name for a signature, which is best written in black ink.

## Enclosures

- If there are any enclosed documents along with the letter, such as a resume, indicate this by typing “Enclosures,” followed by a colon, on one line underneath your signature. Avoid these [resume mistakes that could keep you from getting the job.](#)