

Do Now 3/11

- How are you preparing for Friday's exam?

Workplace Written Communication for Business

Principles of Business
Mr. Barrett

Workplace Communication

- Business communication is formal and must follow a specific format.
- There are several types of business communication but the most common are letters, emails, and instruction manuals.
- Today, we will focus on writing business letters and emails.

Workplace Communication

Who is Communicating?

- Internal
 - Manager to Manager
 - Manager to Staff
 - Staff to Staff
 - Staff to Manager
- External
 - Business to Business
 - Business to Government
 - Business to Individual

The Business Letter

We are going to take a look at the letter on the next slide. What do you notice about the formatting?

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

October 27, 2006

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

For the Attention of Financial Manager

Dear Ms. Edwards:

I wanted to take this opportunity to thank you for the excellent job you did in arranging financing for our project. We appreciate the fact that you made yourself available for discussion seven days a week. We were impressed by your thorough knowledge of financing and investment banking.

We have been dealing with our new financial institution for about a week now. The advantages of association with this institution are already apparent. I feel as though we have taken a quantum leap forward in progress.

I would not hesitate to retain your services again and to recommend your firm to any company seeking the best representation.

Sincerely yours,

D. Cleverelle

Dixie Cleverelle,
President

Savvy-Business-Correspondence.com

Crafting a Business Letter (Block Format)

Block formatting – the writer does not indent at any part of the letter. Each section is going to align on the far- left margin (left justify) of the page.

Mr. B. Barrett
Barrett Micro Systems
1 Main Street
Ellicott City, MD 21242

January 1, 2015

Dodge Software & Hardware
Ms. Kim Brown
4563 Charles Street
Newark, NJ 02343

Dear Ms. Brown,

BODY

CLOSING

ENCLOSURES

Crafting a Business Letter: Components

- Components of a Business Letter

- 1) Sender's address**

- (SPACE)

- 2) Date**

- (SPACE x 3)

- 3) Address of recipient**

- (SPACE)

- 4) Salutation**

- (SPACE)

- 5) Body**

- (SPACE)

- 6) Closing**

- (SPACE)

*7) Enclosures: any other documents you want to include

Crafting a Business Letter: Components

- Remember, everything is going to be justified to the left.
- Do not indent!

Business Letter: (1)

Sender Address

- The sender's address is the address of the person/business sending the letter.
- The format for the address is:

SENDER NAME

BUSINESS NAME

BUSINESS STREET # and NAME

CITY, STATE ZIPCODE

****Space****

Business Letter: (2)

DATE

- The date your letter is crafted.
- There should be one space before, and three after your date.

Business Letter: (3)

Addressee Address

- The addressee's address. The address of the person/business receiving the letter.
- You should do some research into who you are sending your letter to so you can include their name and title
- The format for the address is:

BUSINESS NAME

ADDRESSEE NAME

BUSINESS STREET # and NAME

CITY, STATE ZIPCODE

Business Letter: (4)

Salutation

- The personal title and last/family name followed by a colon.

EX -

Dear Mr. Barrett:

Dear Mrs. Smith:

Dear Dr. Johnson:

Business Letter: (5)

Body

- Single space your document and make sure all of your text is justified to the left.
- There should be a space between each paragraph in your body.

Business Letter: (6)

Closing

- The closing begins at the same vertical point as your date and one line after the last body paragraph.
- Capitalize the first word only (example: Thank you), and leave four lines between the closing and the sender's name for a signature.

Thank you,

Mr. B. Barrett

Business Letter: (6)

Enclosures

- If you have any documents along with the letter, such as a resume, you indicate this simply by typing **Enclosures** one line below the closing
- Make sure you include your enclosures

Assignment

- You are going to write a letter to Mr. Big (Mr. Barrett) pitching your company and seeking an investment from me. In your letter you should include:
 - The name of your business.
 - The product you sell/the service you provide.
 - What makes your product or service different from your competition.
 - The amount of the investment you are asking for.
 - The % stake you are going to be exchanging for the investment.
 - Tell Mr. Big (Mr. Barrett) why he should consider investing into your company.

