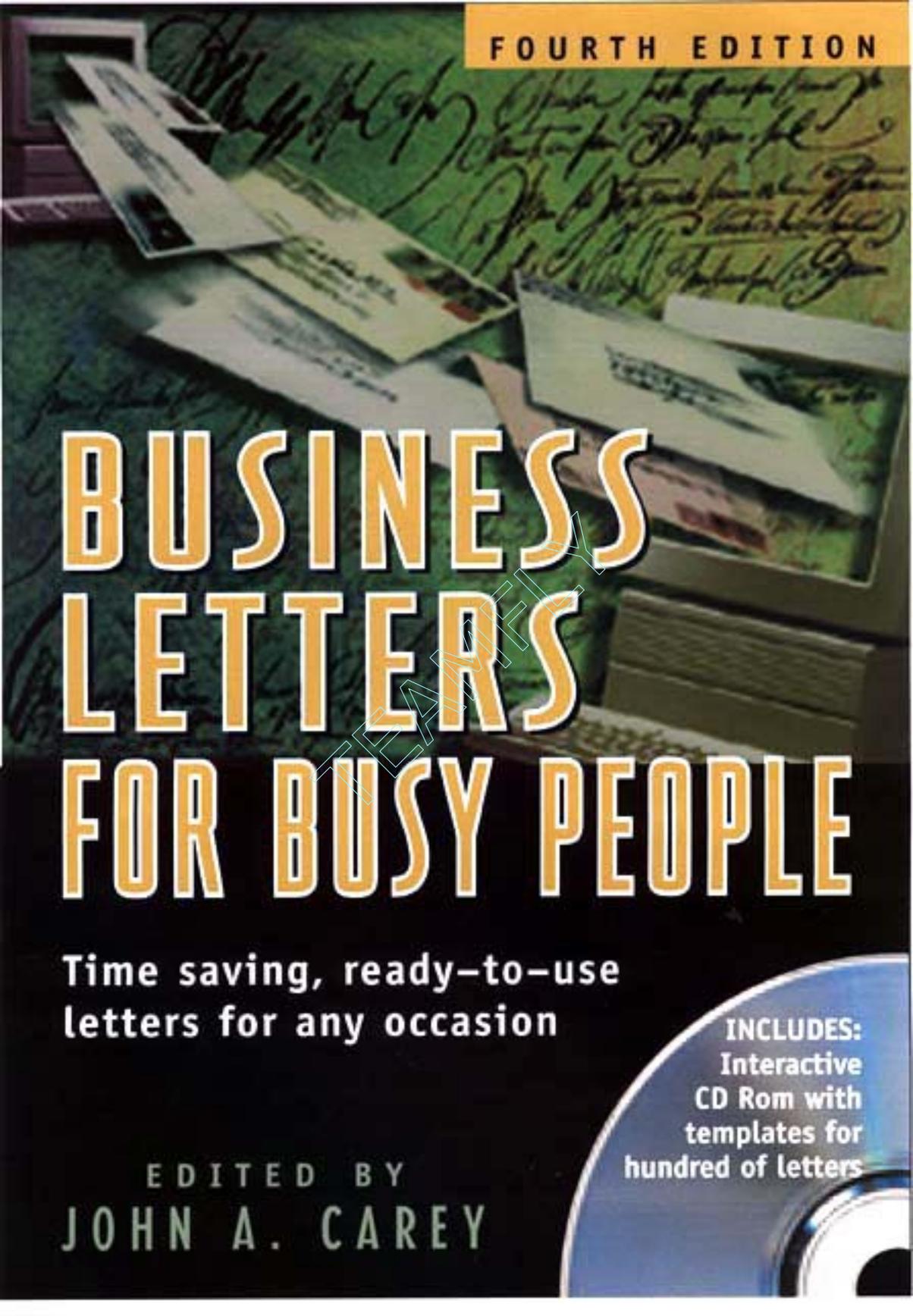


FOURTH EDITION



# BUSINESS LETTERS FOR BUSY PEOPLE

Time saving, ready-to-use  
letters for any occasion

INCLUDES:  
Interactive  
CD Rom with  
templates for  
hundred of letters

EDITED BY  
JOHN A. CAREY

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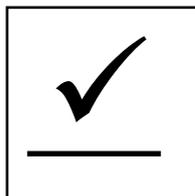
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# Legend Symbol Guide



Checklists that will help you identify important issues for future application.

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TEAMFLY

# **I**NTRODUCTION

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*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

## CHAPTER 1

### Writing From Scratch

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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

*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.*

### 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.

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.

**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. **Clear.** 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.

TEAMFLY

# C

## CHAPTER 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 to, the person's title (if available), the name of the firm and the firm's address.

*The standard dateline 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 to 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 to 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.





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 databases 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.

# 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.

|   |   |
|---|---|
| <b>Italics Unlimited</b>  | <b>Letterhead</b>                                   |
| 231 W. 40th Street • Camden, NJ 08618 • (623) 555-2678                        | <b>Date (2-3 spaces)</b>                            |
| August 10, 20XX   | <b>File Number</b>                                  |
| XXX   | <b>Inside Address (2-3 spaces)</b>                  |
| Terry Lancaster<br>Capital Supply<br>657 Minden Ct.<br>Des Moines, Iowa 54687 | <b>Attention Line (2-3 spaces)</b>                  |
| Attention: President of Capital Supply  | <b>Salutation (2-3 spaces)</b>                      |
| Dear Mr. Lancaster:   | <b>Subject Line</b>                                 |
| Subject: XXXXXXXXX  | <b>Body (2 spaces between paragraphs)</b>           |
| XX<br>XXXXXXXXXXXXXX                | <b>Complimentary Close (4 spaces for signature)</b> |
| XX<br>XXXXXXXXXXXXXX                | <b>Signature</b>                                    |
| Sincerely,  | <b>Typed Name (2-3 spaces)</b>                      |
| <i>Signature</i>  | <b>Additional Information</b>                       |
| Joan McAllister   | <b>Postscript</b>                                   |
| JFM:eer   | <b>Mailing Instructions</b>                         |
| P.S. XXXXXXXXXX   |   |
| XXXXXXXXXXXX  |   |

## 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.

|  |   |
|--|---|
| <p style="text-align: center;"><b>Italics Unlimited</b></p> <p>231 W. 40th Street • Camden, NJ 08618 • (623) 555-2678</p> <p style="text-align: right;">August 10, 20XX</p> <p>Terry Lancaster<br/>Capital Supply<br/>657 Minden Ct.<br/>Des Moines, Iowa 54687</p> <p>Dear Mr. Lancaster:</p> <p>XX<br/>XX<br/>XXXXXXXXXXXXXXXXXXXXXXXXXXXX</p> <p>XX<br/>XX<br/>XXXXXXXXXXXXXXXXXXXX</p> <p style="text-align: right;">Sincerely,<br/><br/>Signature<br/><br/>Joan McAllister</p> <p>JFM:eer</p> | <p><b>Letterhead</b></p> <p><b>Date (right of center)</b></p> <p><b>Inside Address (left margin)</b></p> <p><b>Salutation (2-3 spaces)</b></p> <p><b>Body (left margin with 2 spaces between paragraphs)</b></p> <p><b>Complimentary Close (right of center)</b><br/><b>Signature (right of center)</b><br/><b>Typed Name</b><br/><b>Additional Information (left margin)</b></p> |
|--|---|

# 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.

|   |   |
|---|---|
| <p style="text-align: center;"><b>Italics Unlimited</b></p> <p>231 W. 40th Street • Camden, NJ 08618 • (623) 555-2678</p> <p style="text-align: right;">August 10, 20XX</p> <p>Terry Lancaster<br/>Capital Supply<br/>657 Minden Ct.<br/>Des Moines, Iowa 54687</p> <p>Dear Mr. Lancaster:</p> <p style="padding-left: 50px;">XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX<br/>XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX<br/>XXXXXXXXXXXXXXXXXXXX</p> <p style="padding-left: 50px;">XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX<br/>XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX<br/>XXXXXXXXXXXX</p> <p style="text-align: right;">Sincerely,</p> <p style="text-align: right;"><i>Signature</i></p> <p style="text-align: right;">Joan McAllister</p> <p>JFM:eer</p> | <p><b>Letterhead</b></p> <p><b>Date (right of center)</b></p> <p><b>Inside Address (left margin)</b></p> <p><b>Salutation</b></p> <p><b>Body (indent paragraphs 5 spaces and separate paragraphs with 2 spaces)</b></p> <p><b>Complimentary Close (right of center)</b></p> <p><b>Signature (right of center)</b></p> <p><b>Typed Name (right of center)</b></p> <p><b>Additional Information (left margin)</b></p> |
|---|---|

# 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.

### **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.

|  |  |
|--|--|
| <p style="text-align: center;"><b>Italics Unlimited</b></p> <p>231 W. 40th Street • Camden, NJ 08618 • (623) 555-2678</p> <p style="text-align: right;">August 10, 20XX</p> <p>Terry Lancaster<br/>Capital Supply<br/>657 Minden Ct.<br/>Des Moines, Iowa 54687</p> <p>Dear Mr. Lancaster:</p> <p>XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX<br/> XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX<br/> XXXXXXX</p> <p>XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX<br/> XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX</p> <p style="text-align: right;">Sincerely,</p> <p style="text-align: right;"><i>Signature</i></p> <p style="text-align: right;">Joan McAllister</p> <p>JFM:eer</p> | <p><b>Letterhead</b></p> <p><b>Date (right of center)</b></p> <p><b>Inside Address (2-3 spaces)</b></p> <p><b>Salutation</b></p> <p><b>Body (indent second and subsequent lines in each paragraph)</b></p> <p><b>Complimentary Close (right of center)</b></p> <p><b>Signature (right of center)</b></p> <p><b>Typed Name (right of center)</b></p> <p><b>Additional Information (left margin)</b></p> |
|--|--|

## 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.

|   |  |
|---|--|
| <b>MEMORANDUM</b>   |  |
| Date: August 10, 20XX<br>To: Terry Lancaster<br>From: Joan McAllister<br>Subject: Printing Supplies     | <p><i><b>Memo Information</b></i><br/>(2-3 spaces)</p>                                   |
| XX<br>XXXX  | <p><i><b>Body</b></i><br/>(single-spaced lines,<br/>2 spaces between<br/>paragraphs)</p> |
| XX<br>XX                    |  |
| XX<br>XX<br>XXXXXXXXXXXXXXX |  |
| <p><i>Signature</i></p> <p>Joan McAllister</p>  | <p><i><b>Signature (2-3 spaces)</b></i></p> <p><i><b>Typed Name</b></i></p>              |
| JFM:eer<br>cc: Ted Kapstein, Marsha Little  | <p><i><b>Additional Information</b></i><br/>(left margin)</p>                            |

# C

## CHAPTER 4

# Collection Letters

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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.

*“Creditors have better memories than debtors.”*

— Ben Franklin

## 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 goodwill 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.

|   |   |
|---|---|
| <p style="text-align: center;"><b>Western Wear</b><br/>2212 Boot Hill Rd. • Cheyenne, WY 82001</p> <p>July 5, 20XX</p> <p>Ted Wilson<br/>515 Ramey Ct.<br/>Laramie, WY 82063</p> <p>Dear Mr. Wilson:</p> <p>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.</p> <p>On May 15, 20XX, you purchased merchandise worth \$319.04 from our store in Laramie. Your payment of \$100 is now overdue.</p> <p>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.</p> <p>Failure to pay on time may affect your ability to charge merchandise at our store. Thank you for your prompt attention.</p> <p>You may call me at 800-555-9875 if you have any questions or concerns. Your continued patronage is important to us.</p> <p>Sincerely,</p> <p><i>Signature</i></p> <p>Mary West<br/>Credit Manager</p> <p>MJW:cjl</p> | <p><i>Letterhead</i></p> <p><i>Date (2-3 spaces)</i></p> <p><i>Inside Address (2-3 spaces)</i></p> <p><i>Salutation</i></p> <p><i>State the Concern</i></p> <p><i>State the Situation</i></p> <p><i>Indicate Deadline</i></p> <p><i>Indicate Consequences</i></p> <p><i>Indicate Contact</i><br/><i>Indicate Goodwill</i></p> <p><i>Complimentary Close</i></p> <p><i>Signature</i></p> <p><i>Typed Name</i></p> <p><i>Additional Information</i></p> |
|---|---|

## 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.

### 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.

**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.

### 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.

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

December 1, 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.

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*

Jackie Quentin

Enc.

*Sender's Address*

*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.

**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.

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

## CHAPTER 5

# Sales and Promotional Letters

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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
- Prospective Lead
- Sales Letters to Clients
- 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.

## 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.

**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*

*Added Service*

*Benefit*

*Confirmation  
Contact Information  
Thank You*

*Complimentary Close*

*Signature*

*Typed Name  
Title*

*Additional Information*

*Postscript*

## Prospective Lead

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

**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 is used to introduce the contact and generate interest.

### 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.

*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.

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 its 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

*Sender's Address*

*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.

### 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***

## 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*

## Delinquent Reply

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

**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.

*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.

**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.

**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-

*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.

### **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.

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***

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.

### 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.

### 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.

**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 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.

**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.

**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.

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.

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.

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 anytime 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 provides ongoing client contact.

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.

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*

This sales letter also serves as a cover letter for enclosed brochures.

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, this letter instills a sense of client support from the writer.

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

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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.

**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 daylong 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 letters are to employees of a company. Thank-you notes are meaningful rewards. The written word has power.

**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

*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.

### 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 10th 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*

Grace Kleissman  
President

GWK:gmn

***Congratulations***

***Specific Positions***

***Goodwill***

## Speech

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

**Calvin 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 Randolf. 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

***Acknowledgment  
of Speech***

***Comments About  
the Speech***

***Additional Service***

***Expectation***

## Invitation — Formal

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

**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

*Time, Date and Place  
of Event*

*Request*

*Deadline*

*Requirements*

## Invitation — Informal

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

**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 her 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:eem

*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.

**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 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

*Acknowledgment of  
Accomplishment*

*General Statement  
About Achievement*

*Specific Details*

*Restatement*

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

FRANKLIN & FRANKLIN ADVERTISING

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

October 11, 20XX

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

Dear Karen:

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

*Sender's Address*

*Specifics*

*Future Benefit*

*Encouragement*

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

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*

Pat Monroe

*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.

6

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.

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.

*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.

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.

*Appreciation*

*Specifics*

*Enclosure*

This letter thanks a staff member for a job done well.

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

April 7, 20XX

Jennifer Matthews  
819 Brookline Ave.  
Secaucus, NJ 07096

Dear Jennifer:

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

*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.

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

*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.

**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

*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.

**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 also 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

*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.

### 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*

## Encouragement

This letter offers encouragement to the employees of a firm.

**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:wam

*Purpose*

*Explanation of the Purpose*

*Benefits*

*Restatement Encouragement*

## Announcing New Fringe Benefits

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

**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

*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.

**Australian Outfitters**

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

October 3, 20XX

Corinne Reynolds  
3510 Aroya Canyon Road  
Hollywood Hills, CA 95234

Dear Ms. 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

*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**

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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 Fund-Raising 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 fund-raising 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.

## Solicitation of Funds

This letter requests that a company contribute to a charity.

**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*

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

**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*

## Acknowledgment and Request for Funds

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

### Haven Home

P.O. Box 124 • Memphis, TN 38124

March 25, 20XX

Dan Pearson  
278 Briarwell St.  
Memphis, TN 38121

Dear Dan:

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, Dan. 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

*Thank You*

*Acknowledgment*

*Continuing Need  
and Appeal*

*Second Thank You*

## Appreciation and Fund-Raising 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 fund raising.

### Haven Home

P.O. Box 124 • Memphis, TN 38124

May 5, 20XX

Dan Pearson  
278 Briarwell St.  
Memphis, TN 38121

Dear Dan:

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 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!

*Thanks  
Appreciation*

*Specific  
Response*

*Suggestions*

*Appreciation*

*Event Details*

*Fund-Raising  
Event*

*Thanks*

*RSVP*

## Acknowledgment of Contribution

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

**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

*First Acknowledgment  
of the Contribution*

*General Statement  
About the  
Contribution*

*Specific Details*

*Second  
Acknowledgment*

## Acknowledgment of Accomplishment

This letter expresses goodwill and acknowledges an accomplishment by someone who has a relationship to the company (employee, relative of an employee, friend of the company).

**KJZ, Inc.**

45 Western Hills Rd. • St. Paul, MN 55445

July 28, 20XX

Jake Tillis  
R.R. 1  
Lake Wobegone, MN 56151

Dear Mr. Tillis:

KJZ is proud to have the new Twin Cities Corporate 10K Marathon winner on its staff. Your performance in Saturday's run was impressive.

It was most thrilling to see you cross the finish line wearing your KJZ T-shirt and then watch the performance again on the evening news. Your hard work and training have paid off. The corporate trophy was the result of your accomplishment.

The trophy will be prominently displayed in the front lobby at KJZ. Thank you for representing us so ably.

Sincerely,

*Signature*

Kevin J. Zimmerman  
President

KJZ:rmz

*Accomplishment  
First Acknowledgment*

*General Statement  
About the  
Accomplishment*

*Second  
Acknowledgment  
Thank You*

## Thank You

Similar to the letter expressing appreciation, this letter thanks an employee or business associate for something he has done.

**King's Court Auto**

1500 Wright Way • Kitty Hawk, NC 27831

November 17, 20XX

Lee Kim Park  
23 Timberline Dr.  
Tarryton, NC 27789

Dear Mr. Park:

On behalf of the management at King's Court Auto, I would like to thank you for your recent participation in the United Way Campaign as Region 7's Unit Leader.

Your leadership in the United Way not only helps the community but also reflects well on King's Court Auto. Civic participation is important, and we are proud of our employees when they take part in the community.

Thank you once again for all your hard work. Hats off to you!

Sincerely yours,

*Signature*

Donald King  
Chairman of the Board

DSK:hey

*First Thank You*

*General Comments*

*Encouragement*

*Second Thank You*

## Grant Request

Although most grant requests require a specific application form, you still need to send a cover letter with the form. This letter is a sample cover letter.

**Salina Community College**  
45 Cottonwood Dr. • Salina, KS 67401

October 14, 20XX

Carl L. Meyerhoff  
Director of Grants  
Salina Area Grant Office  
350 First Street  
Salina, KS 67401

Dear Mr. Meyerhoff:

We would like to request a \$15,000 grant for Salina Community College to improve access for the handicapped. I have enclosed our grant application.

The majority of the buildings on the Salina Community College campus were built prior to 1953. Those built after 1945 are accessible to the handicapped. Unfortunately, Atkinson Auditorium, where we hold graduation, monthly convocations and other major events, was built in 1932 and is not accessible to the handicapped. The \$15,000 grant would allow us to install ramps at each entrance and remove a row of seats for wheelchairs, making the entire campus accessible to the handicapped.

Thank you for your prompt action on this grant. We shall look forward to hearing from you.

Sincerely yours,

*Signature*

Mary Ellen Feldman  
Director of Physical Facilities

MEF:klo

*Request for Grant*

*Requirements*

*Background  
Information and  
Summary of Need*

*Thank You*

## Invitation to Serve

This letter invites someone with the company to serve on a committee or in a position — governmental or charitable.

**Greater Pittsburgh Family Fund**  
760 Allegheny Dr. • Mt. Lebanon, PA 16301

July 1, 20XX

Larry M. Grimschaw  
993 White Water Way  
Mt. Lebanon, PA 16301

Dear Mr. Grimschaw:

We of the Greater Pittsburgh Family Fund would like to invite you to chair the Health Committee for 20XX.

The Health Committee disburses funds to help families that have exhausted all other medical resources. We are asking you to chair this committee of eight people for one year.

Your leadership and organizational skills are essential for our continuing success. As a committee member last year, your dedication to health was apparent. Here is your chance to make a difference in the lives of families in desperate need. We need your combination of compassion and competence in directing the Health Committee.

Presently, the committee meets weekly to review requests and act on them. Additionally, you would need to prepare a monthly disbursement report to be presented to the Greater Pittsburgh Family Fund's monthly Steering Committee. You would report directly to me.

Thank you for considering this offer. Please let me know by July 15, 20XX, if you are able to take this position. I look forward to working with you.

Sincerely yours,

*Signature*

Coretta Marshall  
General Chairperson

CAM:tpw

*Invitation*

*Explanation*

*Persuasion*

*Requirements and  
Duties*

*Thank You  
Set Deadline*

## Membership Invitation

Membership drives are common in volunteer organizations. Here is how you can hook your reader and catch a member.

### Community Valors

642 Rocky Mountain Road • Denver, CO 80023

September 14, 20XX

Mary E. Marius  
866 Aspen Place  
Denver, CO 80025

Dear Ms. Marius:

As a new resident of Denver, wouldn't you like to get to know the city and its people better? Then consider the service and networking opportunities Community Valors could provide you.

We meet monthly to plan service projects that improve life in Denver. You have already seen our trademark red vests on the job at the blood bank where you so generously gave of yourself last Friday. We are always looking for enthusiastic and empathetic people to participate in our organization. We think you meet the qualifications!

Some of our projects this past year have included establishing a food and toiletry pantry for people with AIDS, tutoring for people whose second or third language is English, and emergency aid to people suffering from disaster, disease or distress. Each project is funded by membership dues of \$90 per year and special contributions from area businesses.

Our annual membership drive began this week and runs through the end of September. We invite you to become part of the largest volunteer service organization in the state. May we call upon you to ask any questions you may have about Community Valors and to encourage you to join our efforts? Please send the enclosed postcard to us now. We promise to serve your interests and find outlets for your talents in Community Valors.

Sincerely,

*Signature*

Mac Williams and Beth Tomasic  
Membership Drive Co-chairs

P.S. Save some time so you can begin sharing your time: Send your membership dues in with the postcard, and we'll get you into a project right away. We have a red vest waiting for you!

*Benefit*

*Background*

*Projects*

*Dues*

*Invitation*

*Ask for Permission  
to Contact*

*Postscript  
Invitation*

## Refusal of a Request

This letter refuses a request made by another company or individual.

**Marion Medical Supply**

883 Union N.W. • Marion, KY 41503

November 16, 20XX

M.D. Easton  
Cranston County Democratic Chairman  
995 Rapid Run Rd.  
Marion, KY 41503

Dear Mr. Easton:

I regret that I will be unable to run for County Commissioner as we discussed last Friday. It is flattering to be asked, but circumstances do not allow me to run for office at this time.

I am declining because of prior commitments to my family and my business. I would not have the time to campaign or to devote to the position because of the prolonged illness of my mother and the amount of travel required by my business. I shall continue to actively support the Democratic Party, through both volunteer efforts and monetary support.

Thank you for considering me. I appreciate your understanding.

Sincerely yours,

*Signature*

Duke Snow

DDS:van

*Refusal*

*Reason*

*Thank You for Understanding*

## Expression of Appreciation

This letter expresses appreciation for an act by an employee or a business associate.

**Democratic Committee**

995 Rapid Run Road • Marion, KY 41503

October 30, 20XX

Duke Snow  
Marion Medical Supply  
883 Union N.W.  
Marion, KY 41503

Dear Mr. Snow:

Thank you for your support in our recent election. Your hard work is greatly appreciated along with your monetary contributions.

When you indicated last November that you would not be able to run for commissioner, I was disappointed. But I knew that you would support us in any way possible. Once again, you came through. It was because of your untiring, behind-the-scenes work that we were able to sweep the election. You are essential to Cranston County Democrats.

Thank you once again for all your hard work. Without you, we couldn't have done it.

Sincerely yours,

*Signature*

M.D. "Doc" Easton  
Cranston County Democratic Chairman

MDE:klw

*Express Appreciation*

*General Statement  
About the Situation*

*Reiterate Appreciation*

## Appointment to Office

This letter congratulates the recipient on his appointment to an office in government or a charitable organization.

**Clothier's International**

793 W. Washington • Tanville, RI 02878

September 30, 20XX

Samuel R. Grant  
1515 Sycamore Lane  
Tanville, RI 02878

Dear Sam:

Congratulations on your recent appointment to the Tanville City Council. You should be proud of your accomplishment.

Our policy of civic leave encourages our employees to participate in government. Your longstanding commitment to the community and this recent appointment make us proud to have you on our staff.

Keep up the good work. We need more people like you looking out for Tanville's interests.

Sincerely,

*Signature*

Lisa M. Mannerheim  
Assistant Vice President

LMM:jjk

*Congratulations*

*General Statement  
About Company*

*Specific Recognition*

*Encouragement  
(optional)*

## Appointment to a Committee

This letter congratulates an employee or business associate on an appointment to a committee.

**Keystone Educational Agency**  
562 Rolling Hills • Birdsdales, PA 19508

January 10, 20XX

Karen Gorman  
Box 67, R.R. 4  
New Jerusalem, PA 18825

Dear Karen:

Congratulations on your appointment to the Excellence in Education Committee for Lucas County. We are pleased that one of our staff will be representing us and know that your experience and education will serve you well.

Striving for excellence in education in the tri-state area is of utmost importance. You have worked hard in the past supporting educational issues, and I'm sure you will continue your strong leadership role in the Excellence in Education Committee for Lucas County.

If you need any help or resources, be sure to let us know. We are proud of your success and know that this appointment will bring you much personal satisfaction.

Sincerely,

*Signature*

Benjamin K. Douglas  
Superintendent

BKD:ssp

*First Congratulations*

*General Statement  
(optional)*

*Second  
Congratulations  
(optional)*

## Compliment

Similar to letters that congratulate and acknowledge accomplishments, this letter compliments someone (employee, relative of an employee, friend of the company) on something he has done.

**Kids World**

2255 Wilson Blvd. • Galentine, IL 61036

January 20, 20XX

C.K. Leister  
R.R. 5  
Galentine, IL 61036

Dear C.K.:

Your fine performance in the Galentine Community Theatre last Friday was noteworthy. You brought Stanley to life in *A Streetcar Named Desire*.

It is exciting for me to see fellow employees involved in the fine arts. I'm sure you are aware that Kids World has been a corporate supporter of the Galentine Community Theatre since its inception.

You are to be commended for your fine interpretation. Keep up the good work.

Sincerely,

*Signature*

Lorraine J. Black  
President

LJB:kkc

*First Compliment*

*Relate to the Company  
(optional)*

*Second Compliment  
(optional)*

## Invitation to Speak

This letter invites someone from the community to speak at a company-related function.

**Enterprises, Ltd.**

345 Waconia Rd. • Denver, CO 80023

June 5, 20XX

Leonard Takamoto  
5699 Mission Highway  
Bismarck, ND 58578

Dear Mr. Takamoto:

We at Enterprises, Ltd. would like to ask you to speak at our Annual Stockholders' Meeting on August 10, 20XX, in Denver.

Your reputation as an entrepreneur in the field of small businesses interests us. As you may know, Enterprises, Ltd. acts as a clearing house for small businesses and supplies ideas and seed money for new small businesses. Your recent article in *Success* speaks to the topic that we would like our stockholders to hear: "The Future of America Lies in Its Small Businesses." We hope you will consider this offer.

Thank you for your time. Attached is a sheet outlining all of the particulars: remuneration, schedules, hotel and airline arrangements. Please let me know by June 15 if you will accept this speaking engagement. You can reach me at 208-555-7793.

Sincerely yours,

*Signature*

Hal J. Martinson  
Executive Administrative Assistant

HJM:lld

*Invitation  
Meeting Details*

*Explanation*

*Specific Topic*

*Thank You  
Attachment  
Deadline for Reply  
Contact Information*

## Complimenting a Speaker

This letter compliments a speaker who has spoken at a company-related function.

**Enterprises, Ltd.**

345 Waconia Rd. • Denver, CO 80023

August 11, 20XX

Leonard Takamoto  
5699 Mission Highway  
Bismarck, ND 58578

Dear Mr. Takamoto:

On behalf of the stockholders at Enterprises, Ltd., I would like to thank you for your speech yesterday. Several stockholders have called me this morning to say how much they agreed with what you were talking about.

I was particularly pleased to hear that Enterprises, Ltd. is right on target with our mission statement concerning small businesses. The renewal of a solid economic base in the rural areas of the Midwest is the result of forward-looking people such as yourself and our board of directors. Dr. Michael Pearson, one of our largest stockholders, spoke to me this morning and put it succinctly: “Mr. Takamoto hit the nail on the head when he pointed out that the future is in small businesses.”

Please send me your expense report for immediate reimbursement. Include copies of receipts and an invoice number to facilitate this transaction.

Thank you for your inspiring speech. It was our privilege to hear you.

Sincerely yours,

*Signature*

Calvin R. Stiers  
President  
CRS:est

*First Compliment*

*Elaboration  
(optional)*

*Testimony*

*Thank You  
Second Compliment*

## Letter to Legislator Showing Support

This letter shows support of a bill being considered. The elaboration paragraph builds the writer's credibility and increases the power of the support.

**Mario's Pasta Inns, Inc.**  
803 King Ave. • Odessa, TX 76514

September 8, 20XX

The Honorable Sarah Williams  
Representative  
Government Offices  
9900 Ralston Way  
Austin, TX 78603

Dear Ms. Williams:

Your continued concern for both restaurant owners and customers is admirable, and H.R. 305 demonstrates that concern. I support H.R. 305, which you recently introduced.

I own Mario's Pasta Inns, Inc., a chain of 15 Italian restaurants throughout Texas. Additionally, I am the past spokesperson for Restaurateurs International and am an active member of its governing board. We wholeheartedly support your bill that limits the sales tax on meals eaten out. We can see that raising the tax will hurt the owners and our customers.

Thank you for your concern and your untiring pursuit of keeping taxes in line. You have our support.

Sincerely yours,

*Signature*

Mario Napoli  
President

MDN:klu

*Statement of Support*

*Elaboration (optional)*

*Thank You*

## Letter to Legislator Showing Concern

This letter shows concern over a bill being considered. Although elaboration is still optional in the second paragraph, it builds credibility for the writer's opinion and offers a persuasive comparison. This paragraph cannot be discounted easily.

**Mario's Pasta Inns, Inc.**  
803 King Ave. • Odessa, TX 76514

September 8, 20XX

The Honorable Hank Schlesselman  
Representative  
Government Offices  
9900 Ralston Way  
Austin, TX 78603

Dear Mr. Schlesselman:

I am most concerned about your support for H.R. 376. Its stringent restaurant sanitation requirements will double our costs, which will, of course, be passed on to the customer. This may put many restaurants out of business.

I own Mario's Pasta Inns, Inc., a chain of 15 Italian restaurants throughout Texas. Additionally, I am the past spokesperson for Restaurateurs International and am an active member of its governing board. Our organization has thoroughly researched sanitation laws for restaurants throughout the world. Texas currently has the most stringent laws and is recognized as a leader in the area of sanitation for restaurants. H.R. 376 in all cases has standards that even our medical labs would have trouble meeting.

I hope you will seriously consider the impact H.R. 376 would have on our economy. Such a bill can only cause the loss of jobs and income and create disgruntled customers. Please withdraw your support of H.R. 376.

Sincerely yours,

*Signature*

Mario Napoli  
President

MDN:klu

*Statement of Concern*

*Elaboration (optional)*

*Restate Concern*



## Checklist

- Did you state the purpose of the letter in the first part?
- Did you explain the purpose with details and background information in the second part of the letter?
- Did you summarize the purpose of the letter in the last part?
- Did you use a clear, informative tone?
- If the letter is one of appreciation or thanks, did you use a sincere tone?
- Did you personalize the letter to avoid a form-letter style?

# C

## CHAPTER 8

# Personal Business Letters

---

There are times when you write on behalf of yourself rather than for the entire company. This chapter includes samples to help you write personal business letters. The broad categories are as follows:

- Congratulations
- Birthday Wishes
- Holiday Greetings
- Birth of a Child
- Marriage
- Illness — Hospital
- Thank You
- Apology
- Inquiry
- Request
- Refusal

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 are similar to goodwill letters. They are letters in which you promote goodwill toward your employees, their relatives and business associates.

**Step 1:** The first part of the letter states your purpose. Depending on the reason for writing the letter, this may vary from congratulating a business associate or employee to extending a holiday greeting.

**Step 2:** The second part of the letter gives the details or background information for the first part. This may include details about an employee's accomplishments or personal comments concerning the first part.

**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 note or a re-request. It is not necessary in many of the personal business letters to have a third part.

**Note:** At the end of this chapter is a checklist to use when you write a personal business letter.

### Points to Remember Regarding Personal Business Letters

Social-oriented business letters are an excellent way to establish or reinforce relationships in business. The use of personal notes to express thanks, recognition or condolence is considered by many to be a dying art. While fewer and fewer people write these types of notes, almost everyone enjoys receiving them, and these kinds of letters leave a lasting impression.

It is preferable to handwrite personal business notes, although typewritten notes are acceptable. Unless your penmanship is illegible, always try to send a handwritten note in social situations. Keep personal business correspondence short and to the point. Write with sincerity. Do not use business paper for personal notes without company permission. Short notes tend to get lost on a large sheet of paper, so consider notecards or personal stationery for this occasion. Many professionals keep personalized stationery on hand for just such correspondence.

## Congratulations

Congratulate an employee, relative of an employee or business associate on an accomplishment.

### W & C

August 13, 20XX

Dear Tim:

Congratulations on your win in the Junior Division at the Tulsa Rodeo.

To be able to win at such a young age is quite an accomplishment. I understand that not only did you win the Junior Division hands-down, but you also came within points of the Senior Division winner.

Your mom is so proud of you. Congratulations once again!

Sincerely,

*Signature*

Karen

Karen R. Detweiler  
President, Wilson and Company  
1515 W. 23rd Avenue  
Tulsa, OK 74103

### *Letterhead*

*Date*

*Salutation*

*Congratulations*

*Personal Comments  
(optional)*

*Second Congratulations  
(optional)  
Complimentary Close*

*Signature*

*Typed Name*

*Additional Information*

## Congratulations — Social

This letter congratulates an employee, relative of an employee or friend of the company.

### Linder Airplanes

August 6, 20XX

Dear Tommy:

Congratulations on winning the soap box derby during My Waterloo Days. Your father couldn't stop talking about how proud he was of your victory.

I was interested in your win because I, too, was a soap box derby winner 21 years ago in Akron, Ohio. There's nothing quite like the thrill of knowing that something you've made is capable of winning.

Congratulations once again and good luck at the Nationals!

Sincerely,

*Signature*

Charles

Charles M. Norris  
President

CMN:cro

*First Congratulations*

*Personal Comments  
(optional)*

*Second  
Congratulations  
(optional)*

## Birthday Wishes

This brief letter wishes someone (employee, relative of an employee, friend of the company, business associate) a happy birthday.

May 25, 20XX

Geri Montgomery  
774 Rising Hill Rd.  
Lakeland, FL 32340

Dear Gerri:

It's your birthday again! Where has the time gone? We hope your birthday is a happy one. We appreciate your work here at Oglethorpe's and Osman and hope that we enjoy many more birthdays together.

Sincerely,

*Signature*

Larry

Lawrence Oglethorpe  
President, Oglethorpe's and Osman

*Birthday Wishes*

## Holiday Greetings

This short letter wishes an employee or business associate holiday greetings. This is particularly useful for those employees or business associates whose religion is not covered by the standard business greeting cards.

December 15, 20XX

Jenny Schwartz  
38 Fairview Ct.  
Teasdale, WV 26656

Dear Jenny:

The warmest of holiday greetings to you and your family. We at Gibraltar Gems hope this holiday season brings you the best of everything. Our regards to all of you.

Sincerely,

*Signature*

Tip

Thomas “Tip” Gibraltar  
Gibraltar Gems

***Goodwill  
Greeting***

## Birth of a Child

This letter congratulates the recipient on the birth of a child.

June 4, 20XX

Dear Lorraine:

There is nothing more exciting than a new baby. You and T.K. must be proud. We were all thrilled to hear about Travis' birth.

All of us are looking forward to seeing you, T.K. and Travis when you come to visit us next week. That's the time for our traditional "Shower of Gifts."

Congratulations, Lorraine! We're all envious of your new little one. Take care of all three of you.

Sincerely,

*Signature*

Shelli

Shelli McAdam  
Office Manager  
China Dolls for You

*First Congratulations*

*General Statement*

*Second  
Congratulations  
(optional)  
Goodwill*

## Marriage

This letter extends congratulations or best wishes when an employee or business associate gets married.

February 22, 20XX

Dear Linda:

On behalf of Smith, Jones and Yanacek, I would like to extend our best wishes on your marriage to Terry Gleason. We all wish you the happiest of times.

It is always a pleasure to share in the happiness of one of our employees. In your case, it was even more so because you have been such an important part of our firm. I know I speak for all of us when I say that it couldn't have happened to a nicer person. We all look forward to your return after your honeymoon and hope that we will meet Terry soon.

Best wishes once again. We'll see you in a couple of weeks.

Sincerely,

*Signature*

Monty

Montgomery Smith  
Senior Partner  
Smith, Jones and Yanacek  
Counselors at Law  
231 1st St. S.E.  
Remington, MO 63302

*First Congratulations*

*Personal Comment*

*Second  
Congratulations  
(optional)*

## Illness — Hospital

This letter offers sympathy for an employee who is hospitalized.

January 10, 20XX

Dear Carrie:

I am sorry to hear that you have been hospitalized. I'm sure that the staff at Trinity General will take good care of you and get you on your way. Please call us if you have any questions regarding the company's health insurance.

Ft. Dodge Furnaces relies heavily on its employees and will feel your absence. I hope that you will recover quickly. We look forward to your return.

Sincerely,

*Signature*

Ole

Ole Munson  
President  
Ft. Dodge Furnaces

*Sympathy  
Goodwill  
Assistance*

*Additional Comments*

## Thank You

This letter thanks someone (employee, relative of an employee, business associate) for something that was done.

### Wobbly Horse Gift Shop

4866 Kilimanjaro Dr. • Ann Arbor, MI 48897

April 3, 20XX

Dear Mr. Wu:

I want to thank you for sending me the address and phone number of the gift shop in Hong Kong.

I called them this evening to ask about the tablecloths you told me about. You were right. They were most cordial and reasonable in their prices. I was able to order 10 tablecloths at a fraction of what they would have cost here in the States.

Thank you once again for your kind gesture.

Sincerely,

*Signature*

Jan Robinson

*First Thank You*

*Explanation  
(optional)*

*Second Thank You*

## Apology

This is a formal apology. Such letters usually deal with social events.

**Trundle, Trundle and Smith**  
P.O. Box 2290 • Frost, AZ 85603

December 1, 20XX

Dear Mr. and Mrs. Lambertson:

Please accept my apologies for missing your Thanksgiving brunch on November 23. I hope my last-minute change of plans did not inconvenience you too much.

As you know, I had planned on attending and was looking forward to it. However, my brother who lives in Boston, Georgia, had emergency bypass surgery, and his wife asked me to be with her. Had that not happened, naturally I would have been with you.

Once again, I ask for your understanding in this matter and hope that my frantic, last-minute call to bow out was acceptable.

Sincerely,

*Signature*

Thomas J. Trundle, Sr.

*First Apology*

*Explanation and  
Personal Comments  
(optional)*

*Second Apology  
(optional)*

## Inquiry

This letter asks for information to be used by the company.

### Cat Man Dew Pet Suppliers

853 Regal Ave. • Oklahoma City, OK 73009

February 14, 20XX

Pekka H. Huovienin  
34 Raamintinuu  
58 Helsinki 00580  
Finland

Dear Mr. Huovienin:

We are trying to locate information on a breed of cat called the Suomi shorthair and understand that you are the leading expert on cats in Finland.

We have a client who is interested in buying a Suomi shorthair. She had seen one once at the New York Feline Show but has been unable to locate one since. She came to our shop and requested that we help her. Since the breed originated in Finland, we thought you might be able to give us some more information. We are most interested in the names of breeders that may have kittens for sale.

We will call you within the next month to follow up on this inquiry. Thank you for all your trouble. We look forward to talking to you.

Sincerely,

*Signature*

Kathleen “Cat” Pence

KMP:nip

*Inquiry  
Compliment*

*Explanation*

*Contact Information  
Thank You*

## Request

This letter asks an individual or company to act on a request.

### PDQ Truckers

P.O. Box 2068 • Denver, CO 80393-2068

August 21, 20XX

Cameron Mrstik  
Mrstik's Mobile Station  
582 Robinwood  
Minihaha, MN 55437

Dear Mr. Mrstik:

Would you please return the black leather jacket that was left in your gas station last Saturday?

One of our truckers, Sam MacIntyre, left his leather jacket when he was on a run for us. Another of our truckers mentioned to Sam that he thought he saw a jacket just like Sam's hanging on your wall. He said it had to be Sam's; there are few leather jackets that say, "Ivydale, West Virginia" on them. Sam asked us to call you as he's on vacation in the Bahamas. We have tried repeatedly to reach you by phone, but your phone is always busy.

Please send the jacket as soon as possible, C.O.D. Thank you for your prompt response.

Sincerely,

*Signature*

Patrick D. Quentin  
President

PDQ:msq

*Request*

*Explanation*

*Specific Information*

*Thank You*

## Refusal

This letter is an answer to the request letter and gives the reasons why the recipient won't act on the writer's request.

**Mrstik's Mobile Station**

582 Robinwood • Minihaha, MN 55437

August 25, 20XX

Patrick D. Quentin, President  
PDQ Truckers  
P.O. Box 2068  
Denver, CO 80393-2068

Dear Mr. Quentin:

I would like to return Mr. MacIntyre's jacket to him, but I don't have it.

The jacket your trucker saw says, "I love Dale, Wes and Virginia." I had that jacket made specially for my wife. Those are our three children's names. I checked our register of truckers, and there was no Sam MacIntyre at our station on the Saturday you mentioned. Perhaps he was at Mrs. Rick's Mobile Station on the interstate. The phone number there is 612-555-3827. People get us mixed up all the time.

I'm sorry I couldn't help you. I hope Mr. MacIntyre finds his jacket soon.

Sincerely,

*Signature*

Cameron Mrstik

CJM:mjm

*Refusal*

*Explanation*

*Added Service*

*Regret  
Goodwill*

## Checklist

- Is the tone of the letter sincere?
- Did you state the purpose of the letter in the first part?
- Did you give background information or details in the second part?
- If you used a third part, did you recongratulate, thank or set deadlines for your request?





# C

## CHAPTER 9

# Letters of Condolence

---

Here are samples to help you write the most difficult of all letters to compose: condolence letters. The broad categories are as follows:

- On the Death of a Business Associate
- On the Death of a Mother
- On the Death of a Father
- On the Death of a Wife
- On the Death of a Husband
- On the Death of a Child
- On the Death of a Brother
- On the Death of a Sister

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

Although sympathy cards are available, a letter of condolence is more personal. Letters of condolence should be written with a sincere tone. If at all possible, reflect on the person who has died.

**Step 1:** The first part of the letter offers your condolences.

**Step 2:** The second part of the letter, if possible, should reflect on the person who has died. If you knew the person well, personal recollections are appropriate. If you did not know the person well or at all, this part is optional; although, if you can relate this person's life to your own in some way, you should include this part.

**Step 3:** The last part of the letter offers further condolences or support.

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

### Remember

Condolence letters should always be handwritten. It is in very poor taste to type a letter of condolence.

## On the Death of a Business Associate

|  |   |
|--|---|
| <p style="text-align: center;"><b>Graham's</b><br/>573 Westdale Road • Santa Fe, NM 87505</p> <p>October 6, 20XX</p> <p>Dear Lou:</p> <p>I was shocked to hear of the death of your partner, Max Wassermann. Although I knew he was ill, I was still taken by surprise by his sudden passing.</p> <p>Max and I worked together at the old Cramer's Store in downtown Santa Fe when we first arrived here in 1954. I will never forget his immense capacity for helping other people. I share your sorrow at this time.</p> <p>If there is any way that I can help, please let me know. Rest assured that your loss is all of Santa Fe's loss.</p> <p>Sincerely,</p> <p>Geo. "Pinky" Graham</p> | <p><i>Letterhead</i></p> <p><i>Date</i></p> <p><i>Salutation</i></p> <p><i>Condolences</i></p> <p><i>Personal Recollection of Deceased</i></p> <p><i>Further Condolences or Offers of Support</i></p> <p><i>Complimentary Close</i></p> <p><i>Signature</i></p> |
|--|---|

## On the Death of a Mother

### Trains Unlimited

December 11, 20XX

Dear Marilyn:

Please let me extend my deepest sympathy on behalf of all the staff here at Trains Unlimited on the passing of your mother.

I know that you spoke many times of how difficult your mother's battle with cancer was. Though we are saddened by her death, I'm sure that we share your relief that she is now at peace. She was a brave woman.

Please accept our sympathy. We have taken up a collection for a memorial contribution and have sent it to the American Cancer Society in your mother's name.

Sincerely,

Gloria Williams  
Vice President, Sales

*Condolences*

*Personal Recollection  
of Deceased (optional)*

*Further Condolences  
or Offers of Support*

## On the Death of a Father

**Lindlemeier's Tree Farms**  
R.R. 2 • Marlboro, VT 00192

November 1, 20XX

Dear Truk:

We were saddened to hear that your father died last Friday and wish to extend our sympathy.

Although we did not know your father well, we did have a chance to meet him on a couple of occasions. He was proud of his new country and of being able to help his children become established here in the United States. Though this loss is painful, there are many reasons to be proud of your father.

If there is some way that Tilly and I can help you and your family, let us know. Please take as much time from work as you need to get your father's affairs in order.

Sincerely,

Jake and Tilly Lindlemeier

*Condolences*

*Personal Recollection  
of Deceased (optional)*

*Further Condolences  
or Offers of Support*

## On the Death of a Wife

March 1, 20XX

Dear Charles:

Please accept our condolences on the untimely passing of your wife, Lydia. It is difficult to understand why such tragedies happen, and I do not understand why Lydia was taken from you so early in your life together.

I hope you will now surround yourself with good friends and the pleasant memories you have of Lydia. I remember her beaming smile at the company picnics. She seemed to have a zest for life that few of us do and was willing to share that zest with others. I shall never forget her enthusiastic win of the sack race last year.

Please accept what little comfort these words can give you. If we can help you in any way, please call.

Sincerely,

N.K. Berryhill

*Condolences*

*Personal Recollection  
of Deceased (optional)*

*Further Condolences  
Offers of Support*

## On the Death of a Husband

July 17, 20XX

Dear Mrs. Trotter:

Our deepest sympathy to you and your family on the death of your husband, Ned. He was a dear friend to so many of us here at Thompson's.

When Ned first came to Thompson's, he told us that he was here to stay, and stay he did — 35 years. I am happy that he enjoyed a few years of his retirement before he became ill.

We at Thompson's are here when you need us. Please accept this token as a memorial for Ned.

Sincerely,

George Ray Thompson

*Condolences*

*Personal Recollection  
of Deceased (optional)*

*Further Condolences  
Offers of Support*

## On the Death of a Child

February 23, 20XX

Dear Mr. and Mrs. Nelson:

I was shocked to hear of the death of your son, Bobby. Such losses defy understanding.

Bobby used to come in on Saturday with Ike to the station and listen to me do my show. He was forever wanting me to play John Denver's "Rocky Mountain High." He said it made him feel good. I'll dedicate it to him this Saturday.

If I can do anything to help, call. Ike, I'll cover for you as long as you need. God bless.

Sincerely,

Rocky Hopkins

*Condolences*

*Personal Recollection  
of Deceased  
(optional)*

*Further Condolences  
Offers of Support*

## On the Death of a Brother

May 12, 20XX

Dear Ken:

I would like to offer my sympathy to you and your family on the passing of your brother.

Although I never met him, I feel as if I knew him from all you've said about him at work. I'm sure his wife and children are pleased to know that you spoke so highly of him and his work with special-needs children. It is a shame that one so gifted must succumb so early in life.

If you need someone to talk to when you come back, I'll be here.

Sincerely,

Wanda Ferguson  
Divisional Manager, TeleMarketing

*Condolences*

*Personal Recollection  
of Deceased  
(optional)*

*Further Condolences  
Offers of Support*

## On the Death of a Sister

January 4, 20XX

Dear Ron:

I am most sorry to hear that your sister passed away from kidney failure last week.

Linda Jean was a joy to work with the two years she was here at Modern Health. She always had such outrageous stories to tell. You can be thankful that she enjoyed life while she was with us.

Please offer my sympathy to your family, especially your mother. I'll take care of your mail while you are gone.

Sincerely,

Terry Glandon  
Vice President, Claims

*Condolences*

*Personal Recollection  
of Deceased  
(optional)*

*Further Condolences  
Offers of Support*

## Checklist

- Is the letter sincere?
- Does the first part of the letter offer condolences?
- Does the second part of the letter include personal recollections if you knew the deceased?
- Does the third part of the letter offer further condolences and support?
- Does the letter comfort the bereaved?





# **C** *HAPTER 10*

## **Letters About Employment Changes**

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One of the most demanding writing tasks is searching for a new position or hiring a new employee. Those are the two main categories of this chapter. Topics include the following:

- Reference Request
- Waiver of Confidentiality
- Request for Meeting
- Job Hunter Seeking an Interview
- Interview Confirmation
- Thanks for Interview
- Unsolicited Application
- Cover Letters for Resumés
- Requesting Appointment
- Reply to Unsolicited Application
- Job Application
- Job Hunter Seeking Job With Contact
- Solicited Application
- Job Acceptance
- Job Rejection
- Not Accepting Possible Job Offer

- Positive Resignation
- Negative Resignation
- Response to Job Offer: Covers Terms

Topics also include the following employer responses:

- Request for Employment Reference
- Reference for Former Employee
- Letters of Introduction
- Letter of Recommendation
- Character Reference
- Progress Report
- Rejection of Application
- Response to Rejected Job Application
- Follow-Up After Not Getting the Job
- Rejection of an In-House Job Applicant
- Rejection of an Unsolicited Application
- Rejection of a Solicited Application
- Invitation for an Interview
- Job Offers
- New Employee
- Promotions
- Acceptance of Resignation
- Recommending a Raise

General business letters:

- Rejection of Unsolicited Business
- Request for Material
- Request for Information
- Confirmation to Speaker
- Giving Information
- Discontinuing a Business Relationship
- Rejecting a Request

- Introducing a New Employee

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

Letters hiring employees are used by many companies in lieu of a contract drawn up by an attorney and are recognized as legal documents in many courts of law. It is therefore extremely important that you specify each aspect of employment for the prospective employee. Letters in this section also include samples of rejection letters and letters requesting confidential information.

**Step 1:** The first part of the letter states your purpose. This may be anything from offering a position to requesting information.

**Step 2:** The second part of the letter gives the details or background information for the first part. If you are offering a position, it is appropriate in this section to give all of the details concerning the position. If you are requesting information, you should explain why you need the information. If you are rejecting an application, you should provide a reason for the rejection. If you are recommending or providing a reference for someone, state specific knowledge, skills and abilities the person has that will benefit the reader.

**Step 3:** The last part of the letter acts as a summary reminding the recipient of the general nature of the letter. This part clarifies the action that must be taken, if any.

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

## Reference Request

Asking a person to be a reference is awkward for most people. This letter will help with that task.

December 2, 20XX

Jason Tompkins, Jr.  
 JJT: Heavy Equipment  
 1288 E. U.S. 63  
 Sioux City, IA 50585

Dear Jason:

May I use your name as a reference for a job I hope to get? I am applying for risk manager openings at Johns Oil Company, Fast Food Inc., and Ploish Publishing. Our experience together at JJT helped give me the confidence to try for these jobs.

Since I graduated with an associate degree in risk management last spring, I have taken several courses in industrial engineering. I am experienced with OSHA regulations and a variety of plant operational systems.

Being both co-workers and friends for many years, I naturally thought of you as a reference. If you are comfortable with that idea, please return the enclosed self-addressed, stamped postcard to me stating your approval. I'd appreciate your help, of course, but also understand not wanting strangers calling and wanting inside information about someone who out-fishes you on every camping trip. Yet, I know I could have a great career with any of these companies and could then afford to treat you to a fish dinner at a fine restaurant!

Thanks either way for being a friend — and the son of a heavy equipment company owner who hired a poor fisherman years back!

Sincerely,

*Signature*

Cody

*Date*

*Inside Address*

*Salutation*

*Request*

*Details*

*Update*

*Personal Note*

*Thank You*

*Complimentary Close*

*Signature*

*Typed Name*

10

## Waiver of Confidentiality

This letter is a form signed by an employee giving the employer permission to provide information to parties such as welfare agencies or spouses who request it. This protects the employer from a lawsuit for invasion of privacy.

Wholesome Eggs, Inc.  
R.R. 3  
Bandville, AL 35542

I, the undersigned, acknowledge that my employer has received a request from Crystal Denney for information concerning my employment.

I grant my employer full permission to provide the information described as salary history, benefit history and sick leave accrued.

*Signature*

Lisa Ziesser  
Employee

Sept. 5, 20XX

*Acknowledgment*

*Permission Given*

*Signature*

*Typed Name*

*Date*

## Request for Meeting

Asking for a meeting or an interview is an essential job skill. Here is how to do it.

456 El Camino  
Santa Fe, NM 87501

April 25, 20XX

Maggie Montoya  
Escrow Department  
Valley National Bank  
P.O. Box 99  
Española, NM 87532

Dear Ms. Montoya:

Thank you for your response to my April 19, 20XX, inquiry concerning the position of escrow representative at Valley National Bank.

If you have any time available on either May 7 or 8, I would appreciate 10 minutes of your day to review a five-step plan for developing an escrow division in one month. This plan could benefit the entire bank. If the plan interests you, we could then schedule additional time to discuss how I might assist VNB in achieving its escrow goals.

I will call on May 2 to arrange an appointment. I look forward to meeting you in person.

Sincerely,

*Signature*

Carrie Gonzales

*Sender's Address*

*Thank You  
Reference Position*

*Request*

*Benefit*

*Contact Information*

10

## Job Hunter Seeking an Interview

This letter uses a request as a “hook” to get into the company. At the same time, the writer is clear in stating her qualifications and desire to be considered in the future for a position.

March 15, 20XX

Mr. Phillip Crenshaw, Personnel Director  
ABC Manufacturing  
4909 Gen. Bradley NE  
Albuquerque, NM 87111

Dear Mr. Crenshaw:

May I have an interview with you to discuss your work in personnel as well as any new directions you see developing in the personnel field?

I am gathering information for an article I am writing on students, graduation, job prospects and future developments in personnel. The article will appear in the local section of *The Kansas City Star*. I would very much like your input for my article.

I am especially interested in what is taking place in manufacturing companies such as ABC. As a college senior, I will graduate from Kansas University at the end of May with a degree in human resources and business communication. I feel that my education and summer activities, writing news releases for the regional YMCA and developing skill programs for YMCA employees will qualify me in the future for a trainee position in personnel.

I will call your office next Wednesday morning for an appointment time that is convenient. My interview should not take more than 30 minutes.

Sincerely,

*Signature*

Marion L. Thomas

*Request*

*Reason*

*Background*

*Contact Information*

## Interview Confirmation

Keeping your name in front of a potential employer is an effective way of persuading someone to hire you. Confirming an interview achieves that purpose while reducing confusion regarding appointment details.

456 El Camino  
Santa Fe, NM 87501

May 1, 20XX

Maggie Montoya  
Escrow Department  
Valley National Bank  
P.O. Box 99  
Española, NM 87532

Dear Ms. Montoya:

Thank you for making time in your schedule to see me on Monday, May 7, at 9:10 a.m.

Although I will be brief in my presentation of the five steps to develop an escrow division, I will also be available to address any concerns you may have regarding the achievement of this goal within a month by your escrow staff.

Sincerely,

*Signature*

Carrie Gonzales

*Thank You*

*Confirmation*

*Agenda and Intent*

10

## Thanks for Interview

Again, keep your name on a potential employer's desk and in her mind. Demonstrating manners is a persuasive tool for obtaining a job, too.

456 El Camino  
Santa Fe, NM 87501

May 7, 20XX

Maggie Montoya  
Escrow Department  
Valley National Bank  
P.O. Box 99  
Española, NM 87532

Dear Ms. Montoya:

Thank you for the interview today. Your joke about the lonesome lawyer still makes me laugh.

I appreciate your consideration of my qualifications and application for the job of escrow representative. I will check in with you next Monday to see if you have made a decision about the position. If I can answer any questions or concerns, please call me at 555-6678, mornings, if possible.

Thank you again for your interest.

Sincerely,

*Signature*

Carrie Gonzales

***Thank You  
Reminder***

***Contact Information***

***Second Thank You***

## Unsolicited Application

This letter may double as a cover letter for a resumé. The key descriptors are linked directly to the resumé material.

67 No. Hampshire Road  
Redmond, WA 98052

October 12, 20XX

Carver, Barrington & Stephens Imports  
2345 Brown Ave.  
Seattle, WA 98104

Dear Mr. Carver:

I am responding to the in-house posting for the position of associate project manager with your organization. A former colleague, Terry Barrington, alerted me to the opening and suggested that I contact you directly.

I have four years of experience with Michaels & Wade in Redmond, where I specialized in management information systems. As you update your computer network and applications, you will need expertise in every department of your import business. The key descriptors below highlight areas of my experience and education that you will find most pertinent.

Computer skills: DOS, WordPerfect, Lotus, Harvard Graphics; associate's degree in computer science, 1993.

Communication skills: Excellent grammar and usage in writing, good oral presentation and training skills, wrote and delivered annual department report for board of directors.

Sales experience: Retail sales associate as high school and college student for three years at Pier Trading Post.

Supervisory experience: Assistant to the associate warehouse supervisor at Michaels & Wade for four years.

May I arrange a time to meet with you or your agent early next week? I will call your office on Thursday, October 16. I would be available immediately, just in time for the holiday rush at Carver, Barrington & Stephens Imports. My daytime phone number is 555-7889. Please call collect if you have questions.

Sincerely,

*Signature*

Charlie Lamble

*Purpose*

*Position*

*Reference*

*Background*

*Benefit*

*Specific Skills*

*Request*

*Contact Information  
Availability*

## Cover Letters for Resumés

When faxing a copy of your resumé to a potential employer, also mail or hand deliver a quality copy for the employer's files.

7260 Vista Drive  
Denver, CO 80030

March 3, 20XX

Thomas Randolph, Senior Geologist  
Gigantic Resources  
One Mountain Plaza  
Phoenix, Arizona 99065

Dear Tom:

I enjoyed our telephone conversation this morning and was interested to hear about the opening for an exploration geologist at Gigantic Resources. As you requested, I am faxing you a copy of my resumé. I will also be mailing you a copy for your permanent files.

As I mentioned during our conversation, I am a petroleum geologist with seven years of experience in the Rocky Mountain region. Currently, I am working for Weaver Oil and Gas as their manager of geology. My duties include both prospect generation and sales. I have strong technical abilities and sound written and oral communication skills. Due to family considerations, I am very interested in relocating to the Phoenix area.

I look forward to meeting with you on April 1. If you wish to contact me before our interview, you may reach me at 303-555-5792.

Thank you again for the information you offered me on the telephone this morning.

Sincerely,

*Signature*

Karl Davis

*Goodwill*

*Request  
Answer*

*Background  
(General)*

*Contact Information*

*Thank You*

This is an example of a short cover letter for a resumé when there is no knowledge of an available position.

March 14, 20XX

Jane Smith, Personnel  
American Academy of Family Physicians  
8880 Ward Parkway  
Kansas City, Missouri 64114

Dear Ms. Smith:

I am interested in a part-time position with American Academy of Family Physicians as an editor.

My writing and editing experience include newspaper copy, manuscripts, advertising copy, books, brochures and training manuals.

My resumé is enclosed. If you have questions or need more information, please call me at 555-4866.

Sincerely,

*Signature*

Charles Brenner

Enc.

*Reason*

*Background  
(General)*

*Enclosure  
Contact Information*

10

## Requesting Appointment

This letter asks for an appointment to discuss future employment. It offers enough information to interest the reader but does not give the detail of a resumé.

604 E. Division Rd.  
Terre Haute, IN 47815

March 23, 20XX

Alan Justin, President  
Justin and Cramer Publishing  
67 West Marcus Street  
New York, New York 10032

Dear Mr. Justin:

I am a professional business editor who will be relocating to your area within the next six months. I plan on being in New York City April 22 through April 25. May I have an appointment with you to discuss employment opportunities in the New York City area and specifically with Justin and Cramer Publishing?

My expertise is both as an editor and as a business writer. I have six years of experience in business editing: four years as an assistant editor at Smart Company Books and, most recently, two years as a business writing consultant for professional groups. I have also published newsletters for two not-for-profit organizations on a volunteer basis.

If it is convenient, may I schedule time to talk with you between April 22 and 25? I will call your office the week of April 1 to determine if there is a time you will be available. In the meantime, if you have any questions or need additional information, please contact me at 219-555-9846.

Sincerely,

*Signature*

Alice Moses

***Information  
Request  
(General)***

***Background***

***Request  
(Specific)***

***Contact Information***

## Reply to Unsolicited Application

This letter answers a job inquiry when there is no opening.

David Smith Advertising  
P.O. Box 983  
St. Louis, MO 63117

January 5, 20XX

Michael Korslund  
7320 Pershing  
St. Louis, MO 63130

Dear Mr. Korslund:

Your letter inquiring about employment opportunities in our company was forwarded to me from Personnel because of your interest in advertising and copywriting. I am pleased you thought of David Smith Advertising.

At this time, however, all our writing slots are filled, and I do not anticipate there being any openings this year. I will ask Personnel to keep your letter on file for three months. In April, let them know if you still want to be considered for an opening.

Sincerely,

*Signature*

Robert S. Wood  
Creative Director

***Thank You***

***Reasons***

***Negative News  
Option***

## Job Application

This letter responds to a job advertisement; it includes the background of the writer and asks for an interview.

5314 Delaware  
Kansas City, MO 64133

April 19, 20XX

Janet Armstrong  
Taggerty and Sons Publishing  
673 South Michigan Ave.  
Chicago, IL 60603

Dear Ms. Armstrong:

I am writing in response to your advertisement in the December issue of *Publishers Monthly Journal*, in which you announced an opening for a sales representative with Taggerty and Sons Publishing.

I have five years of retail experience in the book industry. For the past three years, I have managed Books for Us, an independent bookstore located in Rolling Hills. I am familiar with the products that you publish and believe my experience as a retailer and with the buying public would benefit your company. As the manager of an independent bookstore, I have demonstrated my ability to set goals and complete projects in a timely and thorough manner.

In my current job, I am responsible for buying both new publications and backlist inventory as well as analyzing sales trends using a computerized inventory system. I have a B.A. in English literature, and I am an active participant in local writers' workshops. I have enclosed a copy of my resumé for your review.

I would like to meet with you and will contact your office the week of April 27 to determine if an interview may be arranged. If you wish to contact me before that date, please call 555-2434.

Sincerely,

*Signature*

Frances Hatcher

Enc.

*Purpose  
Position*

*Reference*

*Background*

*Specific Skills*

*Enclosure*

*Request  
Contact Information*

## Job Hunter Seeking Job With Contact

This letter asks for a job interview and mentions a contact.

November 10, 20XX

Mr. Robert J. Hunter  
Director, Internal Communications  
United Telephone, Inc.  
P.O. Box 3245  
Winston Salem, NC 27106

Dear Mr. Hunter:

John Stewart, your director of public relations, told me that you were looking for a communications specialist. I am a recent graduate of Richmond University and would like the opportunity to talk with you about the position.

My degree is in journalism, and my intern work during my senior year was on the community desk at *The Kansas City Star*. The summer of 20XX, I assisted the editor of the St. Joseph Hospital newsletter and was responsible for writing the articles and taking pictures.

May I have an appointment to discuss my qualifications and my interest in working with you as a communications specialist? I will call your office Wednesday morning for a time that is convenient for you.

Sincerely,

*Signature*

Joan Eldon Williams

**Contact**

**Reason**

**Background**

**Request**

**Contact Information**

## Solicited Application

Although the employer initiates contact in this situation, the job seeker must respond with a personal sales pitch, such as this sample letter.

77 Longmeadow Ave.  
Tulsa, OK 74135

August 3, 20XX

David Fronte, Vice President  
Professional Chemical Institute  
864 Manhattan  
Pittsburg, KS 66762

Dear Mr. Fronte:

Thank you for your telephone call this morning requesting my application for product developer. I am pleased that our friend, Kelly Greene, spoke so highly of me.

Your call came at an opportune time in my career. I am encouraged that your company's direction may be the very avenue I have sought for several new product ideas. Your goal of a 10 percent increase in products during the next two years is a challenge I am ready to accept.

I am eager to discuss this potential growth with you next Wednesday in your office at 2:15 p.m., as you suggested in our conversation today. In the meantime, please call me at 316-555-9975 should you need additional information prior to our meeting.

Thank you again for your interest.

Sincerely,

*Signature*

Brad Reed

*Reminder  
Position  
Reference*

*Benefit*

*Confirmation*

*Contact Information*

*Thank You*

## Job Acceptance

Put this in writing! Confirm the specifications as you understand them.

One Tailgate Dr.  
Sioux City, IA 50584

December 15, 20XX

Mr. Kevin Johns  
Johns Oil Company  
R.R. Box 45  
Sioux City, IA 50523

Dear Mr. Johns:

It is a pleasure to accept the position of risk manager, effective January 3, 20XX. I am eager to begin my new assignment.

Thank you for your confidence in me. I will do my best to surpass the challenge presented by Johns Oil Company's phenomenal growth.

Sincerely,

*Signature*

Cody Helm

*Acceptance  
Date*

*Thank You  
Intent*

## Job Rejection

This situation is difficult. If you know the job is a mismatch for your skills, be honest and then act to remedy the situation. Your integrity and credibility will expand with this letter.

174 Bittersweet St.  
Broken Arrow, OK 74012

January 18, 20XX

Carol Connell, Director  
Intercomp, Inc.  
P. O. Box 23659  
Tulsa, OK 74133

Dear Ms. Connell:

The position of executive drafting assistant sounds exciting. Thank you for considering me. However, I cannot accept this offer in good conscience at this time.

The computer expertise this position requires for success demands more experience than I currently have. I want to do an excellent job; therefore, I am enrolling in a CAD course at Tulsa University. In four months I will have the training to pursue a similar position with determination.

Perhaps TU instructors can suggest names of recent students who are prepared now to accept the responsibilities of the job. Someone better trained than I am is waiting to discover Intercomp.

Thank you again for thinking of me. It has been the incentive I needed to get the extra training I must have to continue in the drafting field. I intend to be prepared for the next executive drafting assistant opening as your company continues to expand its operation.

Sincerely,

*Signature*

Chris Jensen

*Position  
Thank You  
Rejection*

*Reason*

*Decision*

*Suggestion for  
Alternative*

*Second Thank You*

*Intent*

## Not Accepting Possible Job Offer

This letter is positive and suggests a continuing business relationship in the future.

June 23, 20XX

Veronica Black  
President  
Quinta Exploration  
P.O. Box 1312  
Phoenix, AZ 85029

Dear Veronica:

Thank you for your letter notifying me that I am one of your final candidates for the position of corporate vice president. I certainly enjoyed meeting with you Tuesday, touring the company, and learning more about the goals of your board.

However, as we discussed at our meeting, my priority has been to settle on the East Coast, and I have continued to pursue opportunities. Recently, I received an offer in my field of hydrogeology, located within a day's drive of the coast and in proximity to family members. With the responsibilities that are inherent in the position and the future that it promises, I have accepted the offer.

I hope that we meet again, perhaps at the national conference next summer. Since it is scheduled for Atlanta, I can promise you a tour of the city.

Thank you again for the fine day at Quinta Exploration.

Sincerely,

*Signature*

Janet T. Lundquist

*Goodwill*

*Reason*

*Result*

*Future  
Goodwill*

*Thank You*

## Positive Resignation

When you must “move on” to accept new opportunities, use this sample to guide the draft of your resignation. It can be very brief, basically providing a formal notice for documentation purposes. Or, it may provide an explanation. Employers appreciate understanding the situation.

34458 Seminole Lane  
Tampa, FL 33640

February 2, 20XX

Jerry Sanderstein  
Sanderstein Aviation  
8865 Hidden River Parkway  
Tampa, FL 33637

Dear Jerry:

With deep regret and with some excitement, I must resign as night shift supervisor, effective March 1, 20XX. My family will be relocating to Georgia this spring so my wife can pursue a lucrative offer in a law firm. This is an opportunity we cannot overlook.

I will be glad to assist in the training of my replacement. Our night shift has a couple of competent workers who would make excellent shift supervisors.

Your encouragement during the past nine years has allowed me to grow in my responsibilities and capabilities. Thank you for these successful years. I will miss you, Jerry, as well as all my other friends at Sanderstein Aviation. Your leadership provides me with many fond memories. I wish you continued success.

Sincerely,

Tom

*Feelings*  
*Resignation*  
*Date*  
*Reason*

*Assistance Offer*

*Thank You*  
*Personal Note*

## Negative Resignation

When you must leave a position under duress or stress, keep your explanation short, honest and positive. Never write a resignation letter when you're angry. Remember the adage: "Don't burn bridges." The goal is to state any serious conflict calmly, rationally and gracefully. Despite your differences, you may need a reference from this employer in the future.

345 Cedar Lake Road  
Minneapolis, MN 55426

July 14, 20XX

Leslie Young, Marketing Director  
Marketing Towers  
60 S. Ninth St.  
Minneapolis, MN 55402

Dear Ms. Young:

I am resigning my position as special accounts representative, effective July 30, 20XX.

Recent circumstances incompatible with my personal values require that I change my employment.

Thank you for the chance to work and learn at Marketing Towers.

Sincerely,

*Signature*

Julie Mast

*Resignation  
Date*

*Reason*

*Thank You*

## Response to Job Offer: Covers Terms

This letter responds to a job offer. The writer covers the terms of employment in this reply.

1231 Holly Drive  
Carrollton, Texas 75007

July 16, 20XX

Edward Harris  
Jenkins, Louis & Albright  
505 Santa Fe Ave.  
Coppell, TX 75019

Dear Mr. Harris:

I am looking forward to beginning my position as office manager at Jenkins, Louis & Albright effective August 1. Thank you for the confidence you have shown in my abilities.

In reviewing our conversation regarding my compensation, it is my understanding that the position pays \$26,000 per year and that my salary will be reviewed on an annual basis beginning one year after I start with the company. I will receive both medical and dental insurance as stipulated in the health-care enrollment package I was given during my second interview on July 11. In addition, I am entitled to two weeks of paid vacation per year after I have been with the company 12 months. I recognize that I must schedule my vacation at least four weeks in advance and arrange for a temporary replacement to fulfill my duties while I am away.

I am pleased to be associated with Jenkins, Louis & Albright.

Sincerely,

*Signature*

Melissa Waters

*Acceptance  
Date  
Thank You*

*Terms*

*Compliment*

## Request for Employment Reference

This letter is from a company requesting a reference from a job applicant's previous employer.

**TicToc Clocks, Inc.**

8071 Speedway • Indianapolis, IN 46107

February 28, 20XX

J. Carson Jamison, President  
Weatherman Time  
33 Little House Road  
Columbus, OH 43230

Dear Mr. Jamison:

We recently received an application from Carl Olson for the position of master carpenter with our firm. We understand he was previously employed by you.

We would appreciate any information you could give us concerning Mr. Olson's work habits, expertise as master carpenter and attitude. We would also appreciate you sharing with us the reason he no longer works for your firm.

We look forward to hearing from you in early March. Please advise us if the information you provide is confidential. Thank you for your time in answering this request.

Sincerely,

*Signature*

James Vries  
President

JBV:llo

*Statement of  
Candidate*

*Explanation of  
Request*

*Deadline*

*Thank You*

## Reference for Former Employee

This letter is a reference for a former employee who is seeking employment elsewhere.

**Grant Middle School**

901 Third St. • Columbia, OH 43230

March 12, 20XX

Wendell R. Rathbourne, Principal  
Jasper Heights Middle School  
444 Calbryne Road  
Shaker Heights, OH 44139

Dear Mr. Rathbourne:

Pauline O'Malley was employed as a teacher associate at Grant Middle School from April 1988 to June 1988. She was terminated because of a decrease in funding for special education.

During Ms. O'Malley's brief tenure, she performed her duties very well. She was a teacher associate for eighth-grade behavioral-disorders classes and was well-liked by both students and staff. The teachers she worked with speak highly of her abilities and willingness to cooperate.

I recommend Ms. O'Malley for any teacher associate position. Please feel free to call me or Marian Thompson, her past supervisor, for further information.

Sincerely,

*Signature*

Lillian M. Detterding  
Principal

LMD:gan

*Statement of Previous  
Employment*

*Explanation of  
Performance*

*Recommendation  
Contact Information*

## Letters of Recommendation

This letter recommends a former employee who has requested the reference.

Hirsch & Hirsch  
Attorneys at Law  
1005 Grand Avenue, Suite 300  
Kansas City, Missouri 64106

March 13, 20XX

Mr. Kevin Doerter, City Manager  
City of Burlington  
P.O. Box 490  
Burlington, KS 66839

Dear Mr. Doerter:

Elizabeth Kidder, who has applied for the position of city clerk/finance director for the city of Burlington, has asked me to provide you with a letter of recommendation. I am pleased to comply with her request.

Ms. Kidder was the personnel clerk at the City of Olathe, Olathe, Kansas, when I began as personnel director in September 20XX. I found her to be very capable.

During the two years that she reported to me, Ms. Kidder was extremely skilled in handling the administration of all office functions, which included supervising the part-time clerk.

Ms. Kidder is a self-starter, a capable and efficient supervisor, and an exceptional worker. I give Ms. Kidder my highest recommendation. She would be a valuable member of your team.

Sincerely,

*Signature*

James W. Davis  
Partner

JWD:the

*Reason*

*Previous Employment*

*Explanation of Performance*

*Recommendation*

10

Letters of recommendation emphasize how a person worked on a previous job and her expertise. They should also include the relationship between the one seeking the job and the person writing the recommendation, and the length of the acquaintance. Don't hesitate to be enthusiastic, but be sure the candidate can live up to your comments.

**GRANT WOOD HIGH SCHOOL**  
319 30th St. S.E. • Cedar Rapids, IA 52403

January 16, 20XX

Linda A. Hagerman, Principal  
Thomas Jefferson High School  
788 Muscatine Ave.  
Iowa City, IA 52240

Dear Ms. Hagerman:

It is with great pleasure that I recommend Mary Alice Westerly for the physics position at Thomas Jefferson.

Mrs. Westerly taught at Grant Wood High School from 1978 to 1986, during which time I was principal. Her primary teaching responsibilities were physics, chemistry and ninth-grade general science. She was one of the best teachers we have ever had in the area of science, and we were deeply saddened when she and her family moved to Augusta, Maine. I can assure you that if I had a teaching position open in science, I would hire her. She is creative, deeply conscientious, professional and hard-working.

I strongly recommend her and am sure you will be more than satisfied with her performance in the classroom.

Sincerely,

*Signature*

Tom Maxwell  
Principal

TJM:mer

*Introduction*

*Relationship to the  
Writer*

*Background  
Information*

*Attributes of Person  
Recommended*

*Recommendation*

## Character Reference

Similar to the letter of recommendation, the character reference refers only to the character of the person. You should include your relationship with the person and how long you have known her.

**St. John's-by-the-Lake Episcopal Church**  
298 Lakeshore Drive • Brandenburg, MN 56315

May 29, 20XX

Klosterman Employment Agency  
22 Linden Blvd.  
Brandenburg, MN 56315

Dear Sir or Madam:

I am most pleased to write a character reference for JoAnn Osterson.

I have known JoAnn since I first moved to Brandenburg, when she was 3 years old. As rector of St. John's-by-the-Lake Episcopal Church, I have been able to watch JoAnn mature into the fine young lady she is today. She is a tireless worker, having given the most volunteer hours of any of our young adults in the parish. She is always cheerful and dependable.

I am sure that whoever hires her will find her to be a good worker as well as a pleasant person. She is truly a gem.

Sincerely,

*Signature*

Louis R. Stanley  
Rector

LRS:kpw

*Introduction*

*Relationship to the Writer  
Background Information*

*Attributes of Person  
Recommended*

*Recommendation*

## Letter of Introduction

This letter introduces a person to a company or individual. Letters of introduction are similar to references, quite often describing the qualifications of the person to be introduced.

**Campbell, Wilson and Sons**  
472 Captain's Drive • Boston, MA 02031

October 7, 20XX

R. H. Wing  
333 B. Ave., E.  
Lincoln, NE 68530

Dear R.H.:

I would like to introduce James N. Glandorf, who will be moving to Lincoln in November. As a fellow Pi Kappa Kappa, would you consider him for a position with your firm?

Mr. Glandorf worked in our law office during this last year. He was given the assignment of divorce cases, which he handled extremely well, and was well on his way to establishing himself as one of the best divorce lawyers I have ever seen. James was in line for a partnership here also but wanted to return to his native Nebraska, which I understand, being a Midwesterner myself. I have enclosed a reference from each of our partners. I'm sure you'll find that all of us held James in the highest regard.

Please take time to read the references, and extend our greetings to James when he arrives. I have promised him nothing but am sure that you will help him in any way that you would any other fellow Pi Kappa Kappa.

Sincerely,

*Signature*

George R. Campbell  
Senior Partner

GRC:lpw  
Enc. (4)

***Introduction  
Request***

***Background of Person  
Introduced and  
Relationship to the  
Writer***

***Request  
Clarification***

## Progress Report

An evaluation or progress report is an essential communication for anyone's career. Keep an honest, positive tone that focuses on specifics.

August 30, 20XX

Chairperson  
Academic Professional Development Committee  
St. Paul School of Theology  
5123 Truman Road  
Kansas City, MO 64127

Dear Chairperson:

Recently, the Reverend Kendall Campbell, the registrar and financial aid director at St. Paul, asked Mr. Lee Yoon Park to obtain a summary of progress for his language studies this summer. I am delighted to report to you that he is an exceptional student who would have earned an A in English had he opted for a grade and credit. I was fortunate to be his instructor.

Mr. Park spent approximately 25 hours of intense conversation and study of written English with me in June and July. This time was significantly dwarfed by the vast hours of self-directed study he completed between each of our meetings. This self-direction shows his determination to overcome any language obstacles he may still experience.

During our meetings, I was amazed at Mr. Park's insight and humor. His wit is a joy to experience and to learn from. He asks profound questions, such as, "What is your parenting philosophy?" He shares his Korean heritage and history with those of us who ask. He reads sophisticated literature — including some I have not read yet! He travels with his family and friends as often as he has the opportunity, especially making trips to national parks throughout the United States. All of these activities testify to Mr. Park's value of learning. His ability to communicate increases regularly.

Mr. Park's ability to communicate goes far beyond his knowledge of either American English or Korean — his ability touches the center of our mutual humanity. Thank you for recognizing my friend's promise and for supporting his efforts.

Sincerely,

*Signature*

Bree Biesner, M.A.

*Purpose*

*Evaluation*

*Relationship*

*Duration of Relationship*

*Character*

*Observations*

*Insight*

*Thank You*

## Rejection of Application

The only thing worse than writing a rejection letter is receiving one. Everyone who applies for a position deserves common courtesy. Be clear, yet gentle, in your approach. Give the bad news in the opening sentence and then go on to explain the cause. You may want to compliment the applicant.

WEST TELECOMMUNICATIONS  
103 Randolph St.  
Chicago, IL 60601

July 26, 20XX

Janna Hazelden, Senior Actuary  
Waldron Hotels  
278 Main Blvd.  
El Paso, TX 79902

Dear Ms. Hazelden:

Thank you for giving us the opportunity to review your qualifications for actuary.

Although we do not currently have an opening in our accounting department, we are always looking for competent people. May we keep your file active during the next 90 days should any possibilities open up? We will notify you immediately if a position becomes available.

In the meantime, good luck in your job search. I am sure that with your background you will find a suitable position soon.

Sincerely,

*Signature*

Rod Finney  
Personnel Director

*Thank You*

*Rejection/Reason*

*Compliment*

*Request*

*Goodwill*

*Personal Note*

## Responses to Rejected Job Application

This letter is a follow-up to not being hired. It leaves the door open for a call if another opening occurs. The tone of the letter is friendly and professional.

2343 South 10th  
Eugene, OR 97405

July 21, 20XX

Marcus Edwards, Personnel Director  
Tachert & Hood Manufacturing  
P.O. Box 8452  
Eugene, OR 97405

Dear Mr. Edwards:

Thank you for considering me for the position of account supervisor at Tachert & Hood. I understand that my qualifications are not in line with your company's needs at the present time.

I am very impressed with your company. I believe that Tachert & Hood continues to be successful because of the skill of your management in analyzing the direction of market trends. I hope you will consider me again should another employment opportunity compatible with my experience become available.

If you wish to contact me, please call 555-3416.

Thank you again for the opportunity to interview with Tachert & Hood.

Sincerely,

*Signature*

Joyce Andrews

*Thank You*

*Goodwill*

*Request*

*Contact*

*Second Thank You  
(optional)*

## Follow-Up After Not Getting the Job

This letter is a response to a previous one informing the reader a job has been filled. It is positive and leaves the door open for future contact with the company.

Janet E. Thompkins  
2244 West Nassau Street  
Aurora, CO 80013

October 21, 20XX

James Smith  
Smith Engineering  
P.O. Box 2955  
Denver, CO 80206

Dear Mr. Smith:

I appreciate your promptness in writing that the director of human resources has been selected. The opportunity to discuss the position and find out about your company was a pleasure, as was meeting the staff. Thank you.

If, in the future, a position is open at Smith Engineering that would fit my goals, background and experience, please call me. I am committed to this area and the human resource field and, of course, am very interested in Smith Engineering.

Sincerely,

*Signature*

Janet E. Thompkins

*Appreciation*

*Thank You*

*Goodwill*

## Rejection of an In-House Job Applicant

This letter turns down an employee's request for a new job within the company.

Powell Glove Company  
4709 South 110th Street  
Omaha, Nebraska 68127

October 10, 20XX

John Holiday  
304 Spruce St.  
Omaha, NE 68128

Dear John:

Thank you for your interest in becoming part of Powell's training and development department as an instructor. I agree that everyone needs a change once in a while. However, though you have good production experience, this position requires in-depth knowledge of the training process.

Although you have been with Powell for five years, your background and experience have not prepared you for this particular position. Several applications have been received from people with training experience and even some with training experience in the manufacturing industry. The company will fill the position from these applicants.

Unfortunately, you are not being selected for this position, but I am aware that you wish to continue to upgrade your position with the company. I encourage you to do this, and I'm sure that we — the company and you — will find the position that best matches your experience and background.

Again, I appreciate your interest and hard work in the company and wish you luck in all your future promotions.

Sincerely,

*Signature*

John Williams  
President

JW:gd

*Goodwill Agreement*

*Rejection Reason*

*Encouragement*

*Goodwill*

## Rejection of an Unsolicited Application

This letter is used to inform an applicant that there are no positions available at the present time for which she is qualified.

**First National Bank**  
223 Ames • Casper, WY 82676

August 30, 20XX

Kelly Flanders  
1795 Whisper Lane, #3  
Casper, WY 82676

Dear Ms. Flanders:

Your qualifications are impressive. Unfortunately, we are not presently hiring bank tellers.

As you may know, we recently went through a major expansion. However, we have filled all of our bank teller positions and do not foresee any change in staff in the near future. We will, however, keep your application on file for one year should something arise.

Thank you for your interest in First National. If you should have any questions, please call me.

Sincerely,

*Signature*

Hiram Scott  
Vice President, Human Resources

HMS:ald

*Compliment  
Rejection*

*Reason for Rejection*

*Added Service*

*Thank You*

## Rejection of a Solicited Application

This letter is used to inform an applicant that the position for which she applied has been offered to someone else.

### **Morton Engineering**

3457 Randall St. N.E. • Armond, AR 72310

January 25, 20XX

K.J. Land  
356 Denver  
University of Nebraska  
Lincoln, NE 68308

Dear Ms. Land:

Thank you for applying at Morton Engineering. I am sorry that we are unable to offer you the position of electrical engineer for which you recently interviewed.

We have selected another person who has the type of experience we feel is necessary for the position. I enjoyed interviewing you and hope that you are successful in your employment search in the near future.

If you should have any questions, please call me.

Sincerely,

*Signature*

Hanna Westcott  
Personnel Director

HJW:kmm

*Thank You*

*Rejection*

*Reason for Rejection  
Goodwill*

*Contact Information*

## Invitation for an Interview

Arrange appointment specifications for easy, quick visual access. This letter can set the tone for the actual interview.

**HILL MULTI-MEDIA CORPORATION**  
301 E. Armour Blvd. • Kansas City, MO 64111

March 5, 20XX

Kay E. Anders  
7923 Noland Road  
Lenexa, KS 66215-2528

Dear Ms. Anders:

Thank you for your application for the position of communications director. We are pleased to invite you to be interviewed for the position. Your interview has been scheduled as follows:

Date: March 17, 20XX  
Time: 11:15 a.m.  
Location: Conference Room A  
Second Floor (Northeast)  
Gillham Plaza Building  
301 E. Armour Blvd.  
Kansas City, MO 64111  
Parking: Underground area off Gillham Road

You can expect to meet with the committee for 30 to 45 minutes. If you have any questions, please contact me at 816-555-6889.

Again, thank you for your interest in the position.

Sincerely,

*Signature*

Carol J. Kennedy  
Interim Director of Programs

CJK:dmc

*Acknowledgment*

*Request*

*Details*

*Expectations*

*Contact Information*

*Thank You*

## Job Offers

These letters are used to offer a position to a potential employee and should be treated as a legal contract. Be clear that the offer is formal and official. It should outline all of the essential information the potential employee needs to make a decision. It is fine to make the informal offer by telephone and then follow up at once with a formal letter. Be sure to make the potential employee feel welcome.

### **Morton Engineering**

3457 Randall St. N.E. • Armond, AR 72310

January 25, 20XX

J. Wallace Mercer  
7898 Talleyho Lane  
Lexington, KY 40329

Dear Mr. Mercer:

It is with great pleasure that I am able to offer you a position at Morton Engineering as an electrical engineer.

The position pays \$35,000 annually, in equal increments every other Friday. Additionally, you will receive two weeks of paid vacation every 12 months, a bonus equaling two weeks' salary payable the payday before Christmas, health benefits and \$25,000 of life insurance. This position is a two-year agreement, after which it may be renegotiated. Either party may terminate with a two-week notice.

We are very pleased to offer you the position and are sure that you will make a superb addition to our firm. If you have any questions, please call me at any time.

Sincerely,

*Signature*

Hanna Westcott  
Personnel Director

HJW:kmm

*Job Offer*

*Outline the Position*

*Welcome*

The specifics of the job offer are enclosed; the letter is upbeat and friendly.

**Omega Corporation**  
P.O. Box 666 • Phoenix, AZ 99065

March 2, 20XX

Jessica Carswell  
3498 Grant  
Overland Park, KS 66214

Dear Jessica:

I am pleased to offer you the position of public relations director at Omega Corporation. We all appreciate your fine background and experience in the public relations field as well as your interest in building up the public relations department at Omega. Your selection by the committee and board will enhance the fine professional team that sets the direction for Omega Corporation.

I am enclosing in this letter the items we discussed in our last meeting, on February 23: the terms of employment and your benefits as a member of our team. I have also added specific information, brochures, etc., from each of our medical insurance carriers so that you may consider your insurance options.

John, I am personally very pleased that our discussions ended on such a positive note — for both of us. I'll meet you in my office at 8:30 Tuesday morning, March 21, to make sure that you get around to meet everyone.

Sincerely,

*Signature*

Robert C. Hanks  
President

RCH:gk  
Enc.

*Job Offer*

*Compliment*

*Details*

*Enclosures*

*Goodwill*

*Contact Information*

This letter affirms the reader's employment and the writer's choice of applicants.

**Haven Home**

P.O. Box 124 • Memphis, TN 38124

September 15, 20XX

Kory Chandler  
45 Main Drive  
Memphis, TN 38118

Dear Kory:

We are pleased that your experience and education match our needs for a fund-raiser and program coordinator. Your enthusiasm convinced the interview committee that you are the appropriate match for Haven Home.

Your vision for adding follow-up questionnaires to our first-time clients is a dynamic idea. That effort will initiate many improvements in our service to family members experiencing domestic violence. At the same time, the questions will increase awareness of personal choices in our clients living with violence.

The transition and training schedule for your first week at Haven Home is attached. Please review it for Monday morning at 7:30.

If there is anything I can do to help make your transition more comfortable, please let me know. My voice-mail number is 64. I'll check in with you later to see how your first day is going.

Welcome to our team!

Sincerely,

*Signature*

Anna Phelps  
Executive Director

AP:dmc

*Job Offer  
Compliment*

*Contribution*

*Attachment*

*Contact Information*

*Welcome*

## New Employee

This letter welcomes a new employee to a business.

**Pink's Shears, Inc.**

763 Kekke Dr. • Hibbing, MN 21111

May 6, 20XX

Linda Jean Tremel  
1205 Mickey Mouse Dr.  
Orlando, FL 32078

Dear Ms. Tremel:

It is my distinct pleasure to welcome you to Pink's Shears, Inc. We are looking forward to your arrival on May 21.

We at Pink's are very proud of our complete line of pinking shears and know that you will take the same pride in your work as we do in ours. Your role as sales director will be an important one. We know that your education and experience will bring to Pink's a much-needed momentum.

Once again, welcome to Pink's. If there is any way I can help you make the transition, let me know.

Sincerely,

*Signature*

Harold "Pinky" Pinkham  
President

HJP:cpa

*First Welcome*

*General  
Comments*

*Specific Position*

*Second Welcome*

## Promotion — Congratulations

This letter congratulates an employee or business associate on her promotion.

**Cadrell's**

290 26th Ave. • Winston, GA 30067

August 8, 20XX

T. Molly Rathburn  
8944 Tripp  
Winston, GA 30067

Dear Molly:

I would like to congratulate you on your recent promotion to assistant plant supervisor. You must be proud of your accomplishments.

Because of your hard work and dedication, you deserve this promotion. Employees like you help Cadrell's keep ahead of the competition and lead the way in the field of dental equipment. Your efforts are appreciated.

Congratulations again. Welcome to the management team at Cadrell's.

Sincerely yours,

*Signature*

J.K. Cadrell, Jr.  
President

JKC:ltj

*First Congratulations*

*General Statement  
(optional)*

*Second  
Congratulations*

## Announcing a Promotion — Personal

This letter announces the promotion of an employee.

**Nacogdoches Notebooks**  
277 Linden • Nacogdoches, TX 75963

August 1, 20XX

Truc Phan  
3009 Clipclap Lane  
Nacogdoches, TX 75963

Dear Mr. Phan:

We are pleased to offer you the promotion to vice president in charge of sales.

Nacogdoches Notebooks is promoting you because of your outstanding and untiring commitment to your work. Nacogdoches Notebooks has grown substantially because of your efforts.

Please see Ray Norton on Monday. He will show you your new office and begin your orientation.

Congratulations. We are proud to have you associated with our company.

Sincerely,

*Signature*

Susanna M. Graham  
President

SMG:eer

*Announcement*

*Reason*

*Instructions*

*Congratulations*

## Announcing a Promotion — Internal

This memo announces the promotion of an employee to other members of the firm. In certain circumstances a letter may be used, also.

### MEMORANDUM

Date: August 5, 20XX  
To: All Employees  
From: Susanna Graham, President  
Re: Promotion to Vice President/Sales

We are pleased to announce the promotion of Truc Phan to vice president in charge of sales.

In the past 12 months, Mr. Phan has consistently provided outstanding service to his clients, brought in several new accounts and demonstrated outstanding sales leadership. Nacogdoches Notebooks has grown substantially because of Mr. Phan's work. He will assume his new position on August 10 and will be located in Suite 25.

Please join me in congratulating Mr. Phan on his new position.

*Announcement*

*Reason*

*Congratulations*

## Acceptance of Resignation

Always accept a resignation with dignity. Allow the letter to reflect your personal investment in the relationship. This letter shows that a friendship exists. If that is not your situation, omit the personal comments.

Merl Garrett, Supervisor of Nurses  
University Medical Center  
5000 University Parkway  
Laguna Heights, CA 92677

May 12, 20XX

Sherri Lu, Senior Floor Nurse  
University Medical Center  
5020 University Parkway  
Laguna Heights, CA 92677

Dear Sherri:

We regret you must leave and reluctantly accept your resignation as senior floor nurse beginning June 1, 20XX. We do, however, understand that personal medical concerns demand your attention now.

Your contributions to University Medical Center will remain after your departure: better documentation, better patient service and improved staff morale. Thank you for your hard work in every aspect of your job. Your dedication to us shows in your willingness to help train your replacement. We have always been able to count on you.

We wish you the best of health. I will miss you immensely. Please stay in touch.

Sincerely,

*Signature*

Merl

*Regret  
Acceptance  
Reason*

*Contributions*

*Thank You*

*Goodwill  
Personal Note*

## Recommending a Raise

This letter recommends giving a raise before the first year's anniversary. It includes the reasons supporting the request.

Aaron Computer Mapping  
1472 Marquette Avenue  
Montgomery, AL 36044

October 5, 20XX

William Aaron, President  
Aaron Computer Mapping  
1472 Marquette Avenue  
Montgomery, AL 36044

Dear Bill:

I recommend that we offer Matthew Martin, a draftsman in our city planning section, a raise of \$1,500 per year effective November 1. This would bring his annual salary up to \$19,500.

I am highly satisfied with the quality of work he produces and his commitment to Aaron Computer Mapping. He is a very conscientious employee, finishing tasks in an accurate and timely manner. He is aware of our reputation of excellence in the computer mapping field and maintains that degree of excellence in his work.

Although Matthew has been with our company only six months, I am recommending that his salary be increased and that his annual salary review take place one year from this month. He has been a great asset to Aaron Computer Mapping and should be rewarded for his outstanding work.

Sincerely,

*Signature*

Pat Norris

*Recommendation*

*Reasons  
(specific)*

*Recommendation*

*Reason*

## Rejection of Unsolicited Business

This letter withdraws quotes that have already been given.

MERION INSURANCE  
7542 Warner Place  
Chicago, IL 60603

May 10, 20XX

Lisa Reuters  
Managed Care Insurance Marketing Corporation  
P.O. Box 1051  
Los Angeles, CA 90052

RE: 1933 Sterling Silverware

Dear Lisa:

As we discussed today, Merion is withdrawing the quotes that I sent you on this case. In reviewing the information that was supplied, we don't feel this would be a good risk for Merion.

I'm sorry this couldn't be a more favorable response, but I look forward to working with you at another time.

Sincerely,

*Signature*

Joyce Cole  
Supervisor

JC/mj

*Statement of Reason*

*Goodwill*

## Request for Material

In giving instructions, this letter states clearly what is needed — as well as what is not needed.

**James Insurance**  
P.O. Box 245 • Eugene, OR 97405

March 16, 20XX

Robert James  
P.O. Box 9822  
Des Moines, IA 50306-9822

Dear Robert:

This is to confirm our telephone conversation regarding claims reporting and updating. As I indicated on Wednesday, I am receiving too much paper from you. I do not want hospital records, doctors' handwritten notes or copies of pleadings other than the complaint.

I do need the following:

1. A completed first report
2. Your report of claim
3. Defense counsel's initial analysis of liability and quantum
4. The most current narrative medical report that best describes the claimant's history, diagnosis and prognosis

Also, if the defense counsel's assessment of the case changes, I must have notification of that as well.

If I need other information, the burden will be on me to request it. I hope this letter will serve to clarify exactly what I need regarding insurance reporting.

Thank you for your cooperation.

Sincerely,

*Signature*

George L. Sherman, J.D.  
Assistant Secretary

GLS:db

*Reason*

*Instructions*

*Goodwill*

## Request for Information

This letter requests information.

Rinehart Consulting Engineers  
San Jose, CA 95117

May 10, 20XX

Mr. Richard Webly  
Lodge of the Good Seasons  
611 South Michigan  
Chicago, IL 60603

Dear Mr. Webly:

Rinehart Consulting is interested in holding its annual team-building staff meeting in Chicago the weekend of October 10, 20XX.

We are planning on attendance of 12 staff members who would arrive in time for dinner on Friday, October 9. We need a breakfast buffet for Saturday and Sunday, October 10 and 11, and a buffet lunch and sit-down dinner on Saturday. Twenty-five people will be at each meal. The meeting room for Saturday should accommodate 12-15 people.

Please send price information for 12 double rooms, meals and meeting room with overhead, screen and flip chart to my attention at the above address. I would also appreciate any information you have on tourist attractions in Chicago.

Sincerely,

*Signature*

Thomas A. Wood  
President

TAW:cl

*Reason*

*Details*

*Request*

## Confirmation to Speaker

This letter confirms speaking arrangements that have been discussed earlier.

**Clerks Unlimited**  
P.O. Box 245 • Eugene, OR 97405

May 9, 20XX

Thomas A. Smith  
P.O. Box 1234  
Valparaiso, IN 46383

Dear Mr. Smith:

Thank you for agreeing to speak at our Professional Proofreaders' April meeting. As we discussed Tuesday morning, the group meets the third Thursday of each month at 6:30 p.m. at the Westport Grill. I hope you will be able to join the group for dinner before you speak at 7:30 p.m.

We are looking forward to you sharing some of the tips and techniques you use as well as answering some grammar questions for us.

There will be an overhead projector and screen as you requested. Please plan on speaking about 30 minutes, and then allow 15 to 20 minutes more to answer questions from the group.

Mr. Smith, if you have any questions or need more information, please contact me at 555-3498.

Sincerely,

*Signature*

Ida Johns  
Program Coordinator

*Details  
(specific)*

*Information  
(general)*

*Details  
(specific)*

*Contact Information*

## Giving Information

This memo informs employees of a change in the company medical insurance plan and gives information and a contact for information.

### MEMORANDUM

Date: September 18, 20XX  
To: All Employees  
From: Martha Landers, Office Manager  
Re: Change in Health Insurance Provider

Beginning October 1, First Coverage will be the health insurance provider for our employees.

Although few changes will occur as a result of our switching health insurance coverage, you should note that First Coverage designates certain medical professionals as “preferred providers.” These individuals have agreed to accept predetermined fees for certain services. While our employees are free to choose their health-care provider, fees will generally be lower when using preferred providers. This will result in lower costs to you on services not covered in our policy or performed before individual deductions are met.

Detailed insurance information will be distributed to all employees when our new policy becomes effective October 1. In the meantime, if you have any questions regarding this change, please contact me at ext. 432.

*Information*

*Details*

*Contact Information*

## Discontinuing Business Relationships

This letter expresses appreciation for good work, but at the same time informs the reader that the job is ending.

Valley View Shops  
P.O. Box 5310  
Aurora, CO 80013

June 1, 20XX

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

Dear Sharon:

Enclosed is a summary of the team-building workshop evaluations. We are very pleased with the results and feel you met our expectations extremely well. Thank you for tailoring the course with our materials in order to meet our objectives.

Even with all the good feedback, however, the money we need in order to schedule additional workshops with you is not available. Hopefully next year will be another story, and the two of us can plan more skill-development workshops for the secretaries.

Again, it was a pleasure working with you. I am enclosing a "to whom it may concern" reference that states how highly we regard your work.

Sincerely,

*Signature*

Bernice Kendrick  
Supervisor, Purchasing Services

Enc.

*Thank You*

*Negative News*

*Future Option*

*Goodwill*

This is a follow-up letter to a client who has canceled work. This letter helps maintain the relationship and sets the stage for more work in the future.

**Managing Your Time — for Yourself! Workshops**

Plaza Parkway Building  
P.O. Box 5130  
Salem, OR 97304

May 31, 20XX

Joyce Roland  
Training and Development  
Perry Stores  
P.O. Box 312  
Salem, OR 97304

Dear Joyce:

Thank you for letting me know this far in advance that you will not be scheduling additional workshops in “Managing Your Time — for Yourself!”

I have enjoyed my work with the groups from Perry Stores and feel the workshops were productive for your staff. Perhaps there will be an opportunity in the future to plan a workshop with you on another aspect of skill development: telephone techniques, getting organized or presentational speaking. I’ll call you next quarter.

In the meantime, all the best to you and Susan. Thank you again!

Sincerely,

*Signature*

Barbara Dennis

*Thank You  
Goodwill*

*General Comments*

*Specific Follow-Up*

*Personal Note  
Thank You*

## Rejecting a Request

This letter turns down a request, but it begins and ends on a positive note.

General Corporation  
253 West 12th Street  
Somerset, NJ 08873

February 25, 20XX

Robert P. Thomas  
General Corporation District IV  
P.O. Box 6425  
Raleigh, NC 27628

Robert:

Thank you for the good work you did in preparing your district's 20XX budget. You supplied all the information I needed to make decisions regarding which equipment will be replaced this year.

I agree with you that three-fourths of all your road equipment should be replaced. However, we are not able to do it this year; the best I can promise is a new mixer and spreader.

Hopefully next year the company will be able to replace more of your equipment. The budget dollars should be similar. Let me know if I can do anything to help keep your equipment operating efficiently for one more year.

Harry King

*Thank You*

*Agreement  
Negative News*

*Option  
Goodwill*

10

## Introducing a New Employee

This introduces a new staff member to the department.

### MEMORANDUM

TO: Department Staff  
FROM: Janice

Please welcome Susan James to ABC's marketing department. Susan will begin working with us on April 14 as staff assistant to Bill Baker — replacing Marge Williams.

Susan has been with ABC for three years, greeting everyone from behind the front reception desk. Please help Susan by answering any questions she may have about the work in our department.

Janice T.

*Purpose  
Details*

*Request*



## Checklist

- Did you use a positive tone?
- Does the letter specify the terms of employment?
- Does the letter request specific information?
- Did you summarize, thank or restate in the last part of the letter?
- If you received the letter, would you know what to do?
- Does your letter show respect for confidentiality?
- Is your letter personal and courteous?

# **C** *HAPTER 11*

## **Customer Relations Letters**

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Letters that improve or maintain good customer relations sell a company's image. The broad categories are as follows:

- General Appreciation
- Acknowledging a Complaint
- Following Up on a Complaint
- Regaining a Customer's Confidence
- Acknowledging a Complaint — Disclaiming Responsibility
- Acknowledging a Complaint — Explaining a Misunderstanding
- Correcting an Error
- General Apology
- Acknowledging an Order — Back Order
- Acknowledging an Order — Explaining Shipment Procedures
- Apologizing for an Employee's Action
- Notifying Customers of a Move
- Holiday Greetings
- Notification of Complaints

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 are designed to improve or maintain customer relations. The maxim that the customer is always right should be kept in mind while writing these letters. At times, however, you may have to let the customer think he is right while you are proving him wrong!

**Step 1:** The first part of the letter states your purpose. This may be anything from acknowledging a complaint to notifying a customer of a move.

**Step 2:** The second part of the letter explains the purpose. If the first part acknowledges a complaint, then the second part explains what you are going to do about it. If the first part announces a new address to valued customers, then the second part gives the details about the new location's conveniences.

**Step 3:** The last part is the sugar to leave a good taste in the customer's mouth. It summarizes the letter, thanks the customer and reiterates the customer's value to your organization.

**Note:** At the end of this chapter is a checklist to use when you write a customer relations letter.

## General Appreciation

This letter is used to show appreciation for your customers. It may be used as a sales and promotional letter or a thank you for continued patronage.

|   |   |
|---|---|
| <p style="text-align: center;"><b>Zebra Prints</b><br/>224 Bever Ave. • Madrid, MS 39378</p> <p>January 12, 20XX</p> <p>Lillian R. Wilkinson<br/>4500 Ramble Road Lane<br/>Madrid, MS 39379</p> <p>Dear Ms. Wilkinson:</p> <p>On behalf of Zebra Prints, we wish to express our sincerest appreciation for your continued patronage. It is because of valued customers like you that we are able to continue to offer you the finest in fabrics.</p> <p>Zebra Prints has been in business for 75 years. We are dedicated to bringing you the finest in fabrics, particularly those of all-natural materials. Mr. Case, our founding father, loved to say, “The customer wants the best at the lowest price,” and that is the motto we use as our guiding principle.</p> <p>Please stop in and see us soon. Our new spring fabrics will be in the showroom on March 15. If you bring this letter with you, we will give you a 15 percent discount on any fabric you purchase in March.</p> <p>Sincerely yours,</p> <p><i>Signature</i></p> <p>Terrance Sullivan Case, Jr.<br/>President</p> <p>TSC:maj</p> | <p><i>Letterhead</i></p> <p><i>Date</i></p> <p><i>Inside Address</i></p> <p><i>Salutation</i></p> <p><i>Statement of Purpose</i></p> <p><i>Compliment</i></p> <p><i>Elaboration</i></p> <p><i>Summary</i></p> <p><i>Benefit</i></p> <p><i>Complimentary Close</i></p> <p><i>Signature</i></p> <p><i>Typed Name</i></p> <p><i>Additional Information</i></p> |
|---|---|

## Acknowledging a Complaint

This letter is used to acknowledge a complaint and offer a solution to the problem.

**Tiny Toes Dance Studio**  
33 Barbara Dr. • Butte, MT 59777

September 2, 20XX

Mickey Wu  
790 7th St.  
Butte, MT 59777

Dear Mr. Wu:

Thank you for your letter of August 30 discussing our policy concerning payment for missed classes.

I have checked with our owner, Ms. Timberlane, for a clarification. In the past, our policy was that missed classes would still need to be paid for. Under the circumstances, however, she said that you will not have to pay for the classes your daughter missed because of her unfortunate accident on the way to class.

We hope this is a satisfactory solution for you and wish your daughter, Jasmine, a speedy recovery. We shall put a hold on your account until she is ready to return to her tap lessons. Thank you once again for your concern.

Sincerely yours,

*Signature*

Mary Manson  
Business Manager

MLM:wmj

*Acknowledgment  
of Complaint*

*Solution*

*Summary*

*Thank You*

## Following Up on a Complaint

Once a complaint is logged and your company has resolved it, send a follow-up letter as an extra effort toward redeeming your reputation for good service. Here is an example.

McGiven Publishing Company  
29 New York Ave.  
New York, NY 10022

May 21, 20XX

Steve Laing  
444 Madison St.  
Livingston, NJ 07039

Dear Mr. Laing:

Our service goal is to fill your orders accurately 100 percent of the time. However, when we fall short and errors occur, it's frustrating for everyone.

I'm sorry you had a problem with your recent order, and I hope the situation has been resolved to your satisfaction. If there is anything else we can do for you, please call us toll-free at 800-555-5225 Monday through Friday between 7 a.m. and 4 p.m. Eastern time.

Thanks for your patience and understanding.

Sincerely,

*Signature*

Peg Mahr  
Customer Service Manager

PM:hs

*Goal*  
*Acknowledgment*  
*of Error*

*Apology*  
*Goodwill*  
*Assistance Offer*  
*Contact Information*

*Thanks*

## Regaining a Customer's Confidence

The key to regaining a customer's confidence is to respond promptly to a customer's complaint, whether the problem has been corrected yet or not. Always maintain professionalism when referring to the responsibility for the problem — never assign individual blame. Instead, report a positive action being taken to avoid future problems.

Begin by acknowledging the problem specifically. Report what will be or is being done to correct the problem. Then, assure the customer or client that his business is appreciated and you are still interested in continuing the relationship.

**Modern Medical Supplies**  
302 Main • Portland, OR 97272

November 23, 20XX

Dr. Laura Schmitt  
1520 Barston Blvd.  
Sacramento, CA 95808

Dear Dr. Schmitt:

Please accept our sincerest apologies for the recent mix-up with the shipment of tongue depressors. I can assure you that action has been taken to remedy the problem in our warehouse.

As a token of good faith, we have deducted 15 percent from your bill. We hope this will help compensate for any inconvenience this problem caused. Because of this unfortunate situation, we have discovered a number of errors with our shipping department. Consequently, we have brought in a new person to head this department. We are confident that our new shipping clerk will keep things running smoothly for you and all of our customers. Thank you for bringing the error to our attention.

We hope this will be a satisfactory solution. Your corrected order of tongue depressors should be arriving shortly, as they were sent November 22.

Sincerely yours,

*Signature*

Graham Johnson  
Customer Relations

GJJ:amr

*Statement of Purpose*

*Regaining of Confidence*

*Result*

*Thank You*

*Summary of Order Information*

## Acknowledging a Complaint — Disclaiming Responsibility

This letter acknowledges a customer's complaint in order to maintain good relations; however, it refers the customer to another source that is responsible for the problem.

**Peoria Pet Foods**

3005 Lincolnway • Peoria, IL 61635

March 30, 20XX

Mary Louise Jones  
Paws R Us  
8900 Waconia  
Joliet, IL 60434

Dear Ms. Jones:

Thank you for bringing the problem of late deliveries to our attention. I'm sure they must be most aggravating.

As much as we would like to help you, the problem lies with the trucking firm. We have contacted them concerning the late deliveries and are reviewing our use of Nelson Trucking as our carrier. At present, we have no contract with them but shall be demanding a contract so that we have leverage in such matters. I suggest that you contact them, also, to emphasize the seriousness of the situation.

I'm sorry I can't help you any more than this, but I can assure you that we are trying to remedy the situation as quickly as we can. Unfortunately, an immediate solution is dependent upon Nelson Trucking. Thank you once again for your understanding.

Sincerely yours,

*Signature*

Lucy McAlister  
Customer Relations

LJM:glu

*Acknowledgment  
of Complaint*

*Disclaimer of  
Responsibility*

*Action Taken  
Result*

*Suggestion*

*Apology*

*Thank You*

## Acknowledging a Complaint — Explaining a Misunderstanding

Acknowledge a customer's complaint in order to maintain good relations by explaining a misunderstanding between the customer and the business.

**RTM, Inc.**

P.O. Box 2089 • Milwaukee, WI 53219

January 16, 20XX

Thomas R. Linder  
Bottlers' Distributors  
7035 Wacker  
Milwaukee, WI 53227

Dear Mr. Linder:

I appreciate you bringing to my attention the problem of our Colden Beer and its introductory flyer. I understand your confusion perfectly.

When we sent you the letter introducing our new beer, our marketing department mistakenly sent a mock-up of an ad for Eagle's Wings Ale. Naturally, you would be confused because we were referring to the blue eagle on Colden Beer while giving you the bald eagle label of Eagle's Wings Ale. We are most sorry for this error and have enclosed a corrected flyer.

I hope this letter and the enclosed corrected flyer clear up this unfortunate misunderstanding. Thank you once again for bringing this to my attention.

Sincerely,

*Signature*

R. Edwards Rands  
Public Relations Director

RER:kks

*Acknowledgment  
of Complaint*

*Explain  
Misunderstanding*

*Apology*

*Thank You*

## Correcting an Error

Correct an error that either the customer or the business caught.

**Capital Credit Union**

890 Minnesota Ave. • Washington, D.C. 20041

April 24, 20XX

Mr. and Mrs. John Gallup  
3256 Mozart Dr.  
Silver Spring, MD 20743

Dear Mr. and Mrs. Gallup:

After our recent auditing, we discovered an underpayment to your account of \$53.23 in interest.

The error occurred in the transferring of funds in March from your High-Fi account to your regular savings account. We have corrected your savings account and credited you with \$53.23.

I hope this is satisfactory, and I apologize for any confusion this error caused. Thank you for your continued patronage.

Sincerely,

*Signature*

Molly Butters  
Vice President, Accounting

MMB:tli

*Statement of Error*

*Explanation*

*Correction*

*Apology  
Thank You*

## General Apology

This letter is used to apologize to customers.

**Merker's Department Store**  
1115 Brandon • New Ulm, MN 56053

July 22, 20XX

Kim Langworth  
R.R. 1  
Red Earth, MN 56670

Dear Ms. Langworth:

We at Merker's would like to extend our sincerest apologies and ask for your understanding.

Our recent sales brochure made claims that we could not follow through on. Not all merchandise in the Summer Saver Sale was on sale at 50 percent off. The printer inadvertently left out the important word "selected." Because of this glaring error, we have decided to postpone our sale and reschedule it for another time. By postponing the sale, we will be able to offer you even better bargains than we had originally planned.

Thank you for your understanding in this embarrassing situation.

Sincerely,

*Signature*

R. Merker  
Chairman of the Board

RCM:hjh

*Apology*

*Explanation*

*Decision*

*Benefit*

*Thank You*

## Acknowledging an Order — Back Order

This letter is used to acknowledge that a customer's order has been received but that it is back-ordered, thus causing a delay.

**Todmann Nuts and Bolts**  
P.O. Box 3445 • Idaho Falls, ID 83406

June 3, 20XX

Timothy R. Johnson, Purchasing  
Sheppard Hardware Distributors  
P.O. Box 1078  
Kansas City, MO 64109-1078

Dear Mr. Johnson:

We were pleased to receive your order for 10,000 quarter-inch nuts, part number XK22345JM. However, we are unable at this time to fulfill the order.

Our present inventory has been depleted, and that nut is now on back order until mid-July. Our supplier of raw materials is unable to supply the materials until July 1, thus pushing us back to mid-July for possible delivery. We have tried without success to find an alternate source of raw materials. If you like, we could substitute part number XK22346JM. It is a penny higher in price per unit. Otherwise, we will keep your order and rush it to you as soon as we can start production on these nuts again. Please let us know your preference this week.

Thank you for your understanding in this matter. We apologize for your inconvenience.

Sincerely,

*Signature*

Cass Walker  
Production Head

CBW:pst

*Acknowledgment  
of Order*

*Explanation*

*Alternative  
(optional)*

*Thank You  
Apology*

## Acknowledging an Order — Explaining Shipment Procedures

Explain a shipping procedure to a customer while acknowledging that an order has been received.

### **Raging Bull Farms**

R.R. 2 • Kingman, OK 73439

August 13, 20XX

Natalie Gorman  
Cherokee Crafts  
900 E. Main  
Tulsa, OK 74102

Dear Ms. Gorman:

Thank you for your order of 25 authentic Cherokee headdresses on August 11, 20XX. We will be sending those immediately.

Because of the fragile nature of our headdresses, we hand deliver to our customers within Oklahoma. Our delivery day for Tulsa is Friday, which means that your headdresses will arrive this coming Friday, August 17. If this is unsatisfactory, please call us so that we can arrange an alternative delivery date.

Thank you for your business. I'm sure you will be most pleased with our headdresses, and we look forward to working with you in the future.

Sincerely yours,

*Signature*

Tamara Whitewater

TJW:zmd

*Acknowledgment  
of Order*

*Explanation*

*Action Plan*

*Alternative Plan*

*Thank You*

## Apologizing for an Employee's Action

Apologize for the action of one of your employees who has damaged customer relations.

Refrain from naming the employee and, if possible, explain the alternative plan you have chosen for the employee. Unless there are chronic problems, it is in the company's best interest to illustrate compassion for its clients and employees.

**Belle's Phone Store  
Windale Mall**

8855 Outer Dr. • Waukegan, IL 60079

November 3, 20XX

Travis C. Schultz  
5554 Rocky Shore Dr.  
North Waukegan, IL 60079

Dear Mr. Schultz:

I wish to personally apologize for your unfortunate treatment by one of our employees last Friday. His actions toward you were totally inappropriate.

Because of this situation, the employee has been placed in a position working directly with our inventory, having less contact with customers. We would also like to offer you a \$50 gift certificate for merchandise at our store. We value our customers and hope this token will help compensate for the embarrassment you felt. We are increasing our training in customer relations for all of our employees to avoid just such a problem occurring again.

Thank you for your business and your understanding. We hope this is a satisfactory solution to the problem.

Sincerely yours,

*Signature*

Belle June Maples

BJM:kio

*Apology*

*Action Taken  
(optional)*

*Goal of Customer  
Satisfaction*

*Result*

*Thank You*

## Notifying Customers of a Move

Notify customers of a move and assure them that the move either will not affect them or will be advantageous to them.

### Marco Paper Clips

P.O. Box 22 • Marquette, MI 49855

May 4, 20XX

K.J. Wasserman  
City Business Supply  
763 C. St. S.W.  
Columbia, MO 65205

Dear Mr. Wasserman:

On July 1, 20XX, Marco Paper Clips will be moving to Des Moines, Iowa. This move should greatly benefit your company.

We are excited about the move to Des Moines. Our move will help you receive shipments more quickly. It will also reduce the cost of shipping to Marco, and we can pass those savings on to you. Des Moines' larger labor market also allows us to expand our facilities and product line. We feel this will definitely benefit our customers.

Please feel free to contact us if you have any concerns. Our new address in Des Moines will be: Marco Paper Clips, 3567 Grandview, Des Moines, IA 54421. Our toll-free number will be 800-BUY-CLIP.

Sincerely,

*Signature*

G. Antonio Marco  
President

GAM:etv

*Announcement*

*Elaboration*

*Benefits*

*Summary*

*Contact Information*

## Holiday Greetings

This letter is used to send holiday greetings to your customers. It is preferable to use personal stationery or a notecard especially designed for the situation.

**Flatt Tire Co.**

223 Nueva Matica • Santa Cruz, CA 95066

December 5, 20XX

Dear Mr. Brown:

Flatt Tire Co. would like to wish you and your employees the very best this holiday season. We hope that your establishment has been blessed with exceptional customers, as we have.

We are most fortunate to have customers like Glendale Amoco and hope that, during this coming new year, we can continue our relationship. We know our prosperity depends on our customers.

Thank you for helping make Flatt Tire Co. one of the leaders in Southern California. Our fondest regards for all of you at Glendale Amoco.

Happy Holidays,

*Signature*

Rhonda J. Flatt  
President

*Greetings*

*Elaboration  
(optional)*

*Thank You  
Goodwill*

## Notification of Complaints

This letter asks for a solution to a complaint of faulty merchandise but ends on a business-as-usual note to maintain the professional contact.

PAM'S PARTY GIFTS  
P.O. Box 8473  
Torrance, CA 90502

April 18, 20XX

Delta Novelty Company  
3217 SW 31st St.  
Topeka, KS 66614

SUBJECT: REQUEST FOR CREDIT IN ACCOUNT

The case of Hippy Holiday Bunnies that I purchased from your company do not hop. I am, therefore, returning them to you and requesting that you credit my account for the amount charged plus shipping.

The Hippy Holiday Bunnies that arrived at my store had faulty mechanisms which caused them to fall over instead of hop — as promised in your sales brochure. Because I plan on selling off my line of seasonal items within the next three weeks, I wish my account to be issued a credit instead of you replacing the faulty merchandise. Please find enclosed the copies of your invoice, #1342, in the amount of \$36 and my invoice for shipping charges of \$2.95.

Your quality products have always sold well in my store, and I look forward to seeing your new line of fall items as soon as they are available. In the meantime, your prompt attention to this matter is appreciated.

Martha Sacks

Enc.

*Reason  
Request  
(specific)*

*Details*

*Enclosure*

*Agreement*

*Request  
(general)*

In this letter, the writer assumes part of the responsibility, but states clearly what is expected in the future.

7136 Dartmouth Ave. (2E)  
St. Louis, MO 63130-3008

May 28, 20XX

Brad Smith  
Ralph's Restaurant  
22nd & Market  
St. Louis, MO 63103

Dear Mr. Smith:

I am writing because of my disappointment with the choice of dessert served to the League of Successful Professionals at our dinner meeting May 23. I do not believe that popsicles are an appropriate dessert at a business gathering such as ours.

The quality of the food and service at our meetings is generally very good. This is the reason we continue to use your facilities, and why I was surprised by the dessert. I may not have been specific enough when we reviewed the menu. Though we discussed in detail the items to be included on the dinner buffet, dessert was simply defined in our contract as "a frozen ice cream item to be served individually." I should have been more detailed in my request.

Please see that I am given a specific menu for our July meeting by June 25 so that I may review it before signing the service contract. This will help avoid any future misunderstandings.

Sincerely,

*Signature*

Katherine Taylor

*Purpose*

*Agreement*

*Responsibility  
(shared)*

*Request*

This letter requests a solution to the complaint. The letter backs up the request with documentation of the problem and a specific date for it to be resolved.

A-1 Merchandise Supply Company  
P.O. Box 1276  
Grandview, MO 64030

May 11, 20XX

Taylor Jackson  
Jackson Roofing Contractors  
P.O. Box 5692  
Grandview, MO 64031

RE: Roof repair, invoice #1724, March 11, 20XX

Dear Mr. Jackson:

The roof, which you repaired in March, continues to leak along the south wall of our overstock merchandise storage area. Please repair the roof by June 1, 20XX, without charge, as stated in your two-year guarantee.

Bill Wagstone, a repairman with your company, has examined the roof and informed me that the new seals placed between the roof and the surrounding brick walls were not properly installed. Mr. Wagstone has advised me that the roof will continue to leak until this problem is corrected.

Fortunately, before the last storm, we were able to move the merchandise out of the area before any damage was done. My company cannot afford the loss of this storage space, however, so all additional repairs must be completed by June 1.

Please contact me the week of May 25 so that I will know when to expect your roofers.

Sincerely,

*Signature*

Anne Smith  
President

*Reason  
Request*

*Details*

*Details*

*Request*

This letter asks a shopkeeper to act on the request of neighbors.

The Itty Bitty Shoppe  
1934 Longan • Bartlesville, OK 74006

February 15, 20XX

Patricia Wolfe  
1936 Longan  
Bartlesville, OK 74006

Dear Ms. Wolfe:

The cold weather season approaches, and I would like to inform you that all shopkeepers are expected to keep the walk in front of their stores free of snow. Five other merchants, myself included, have had a problem with your lack of responsibility in this matter. It inconveniences customers and merchants alike.

Please help us keep the walk free of snow during the winter months by clearing off the area in front of your store.

Until now, we have taken care of our own space — and when a neighbor needed help, we all pitched in. This year we are reminding you — before the shovels are all sold and the salt is all used — that everyone is expected to keep the sidewalk in front of his or her store free of snow and ice. This is not only for ease of walking, but also for safety.

Thanks from your neighbors and the customers who come by on snow days!

*Signature*

Janice Smith/The Itty Bitty Shoppe

***Introduction***

***Request***

***Background***

***Reason***

***Goodwill***

This letter notifies a business of a complaint.

JRD, Inc.  
P.O. Box 6864  
Mission, Kansas 66202

December 12, 20XX

Mr. Anton Drissler, General Manager  
Scripps  
4732 Pennsylvania  
Kansas City, MO 64112

Dear Mr. Drissler:

I am writing about the facilities, food and service at the holiday dinner that JRD Corporation gave for its employees on Tuesday evening, December 11, at Scripps.

*Reason*

First, Ballroom B was much too cold for comfortable dining, with several very strong drafts along the west wall. Audio systems at parties in Ballrooms A and C were loud and distracting for our entertainers as well as our guests.

*Negatives*

Second, the food service was extremely poor — we had contracted for dinner at 6:30 p.m., and the first guests were not served until 8 p.m. The main course was cold; our ice cream dessert was melted.

*Specific Details*

Third, there was no one available from Sales and Catering to offer help, and those we talked to at the front desk were “not responsible.”

In order to repair the situation, please reduce our room rent and food bill by one-half; I have enclosed our agreement with the original total. And please, always have a representative from Sales and Catering in attendance at any future function hosted by JRD at Scripps.

*Solution*

For over 10 years, JRD has hosted many occasions in your hotel. In light of our long professional association, I appreciate your resolution of this matter.

*Appreciation of Resolution*

Sincerely,

*Signature*

Janet Coen  
for Thomas W. Smith, President

This letter gives notification of a claim for damages made during an office move.

TIMBER Manufacturing  
P.O. Box 5557  
Atlanta, GA 30329

April 29, 20XX

Mr. Richard Lyons, President  
Great Movers  
P.O. Box 5748  
Atlanta, GA 30327

Dear Mr. Lyons:

This is to notify you of our claim for damaged goods against Great Movers. On April 27, Timber Manufacturing moved its office from 12224 Grand to 22455 McGee. The order number with Great Movers was #89648.

As the furniture was unloaded and placed in the new office, I discovered a 12-inch scratch along the front of an enameled cabinet (picture enclosed). I plan on having the damage to this expensive piece repaired immediately and have enclosed five cost estimates for the work. All are rather close in price, but I prefer using Addison's as they have done repairs for me in the past and guarantee their work. Addison's estimate to repair the enameled cabinet is \$750.

My contract with you covers loss or damage to \$1,000. Please send your check for repairing the damage (\$750) to:

Donald J. Bilyeu  
President  
Timber Manufacturing  
P.O. Box 5557  
Atlanta, GA 30329

Sincerely,

*Signature*

Donald J. Bilyeu

DJB:efk  
Enc.

*Purpose  
Details*

*Reasons  
Decision*

*Solution*



## Checklist

- Did you use a positive tone?
- Does the letter make the customer feel like he is valuable?
- Did you introduce the topic of the letter in the first part?
- Did you include all of the necessary details for the customer?
- Did you include a telephone number, if appropriate, so the client can reach you?
- Did you offer a solution to the problem?
- Did you take the initiative in the letter for the action you desire?
- Did you include all background information or details necessary in the second part of the letter so the client understands the letter?
- Did you summarize, thank or apologize again in the last part of the letter?
- If you received the letter, how would you feel?

# C

## CHAPTER 12

### Media Letters

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Here are samples to help you write letters to the media (newspapers, television stations, magazines). The broad categories are as follows:

- Media Event Letter — Sales Campaign Kickoff
- Media Event Letter — Recently Published Book
- Media Event Letter — Anniversary
- Press Release — Anniversary
- Press Release — Speaking Engagement
- Press Release — Promotion
- Press Release — New Employee
- Response to Editorial — Positive
- Response to Editorial — Negative
- Letter Asking to Make a Speech
- Letter Asking for a Correction

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

Media letters are used in business as a way to get the public's attention. Media exposure is free advertising, and the smart businessperson uses it to sell her business and its services or products. The letter in and of itself is a sales tool.

**Step 1:** The first part of the letter or press release states your purpose. This may be anything from announcing a new employee to responding to an editorial.

**Step 2:** The second part of the letter or press release explains the first part by giving details and examples about the first part. This part should include all pertinent information concerning the event or situation. If, for example, you are announcing a new employee, you would give the details about the employee in the second part. Always answer who, what, when, where, why and, if appropriate, how, in this section.

**Step 3:** The last part of the letter acts as a summary, reminding the recipient of the general nature of the letter. It may also be used as a thank you.

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

## Media Event Letter — Sales Campaign Kickoff

Alert the media to a sales campaign kickoff and invite the media to cover the event.

|   |  |
|---|--|
| <p style="text-align: center;"><b>Capital Crystal</b><br/>449 Worthington • Charleston, WV 25009</p> <p>March 2, 20XX</p> <p>Todd Phillips, Station Manager<br/>KOAL<br/>2525 Kanawah<br/>Charleston, WV 25009</p> <p>Dear Mr. Phillips:</p> <p>On March 25, Capital Crystal will announce the winner of our “How Many Goblets in a Dump Truck” contest. We will do so at noon in front of our business at 449 Worthington.</p> <p>Our “How Many Goblets in a Dump Truck” contest has been going on now for approximately three months, and one of the more than 4,000 entrants will be the lucky winner of \$1,000. We will also donate \$1,000 to Charleston’s Homeless Shelter at that time. During the announcement, we will dump the goblets out of the truck and onto the ground. Wade Wilson and His Debonaires will play during the reception that follows.</p> <p>We are sure that this event will be of interest to your viewers of “Eye on Charleston” at noon because of the huge response we have had to the contest. Thank you for your interest.</p> <p>Sincerely yours,</p> <p><i>Signature</i></p> <p>Candice Trotter<br/>President</p> <p>CJT:lsj</p> | <p><i>Letterhead</i></p> <p><i>Date</i></p> <p><i>Inside Address</i></p> <p><i>Salutation</i></p> <p><i>Announcement</i></p> <p><i>Explanation</i></p> <p><i>Specific Details</i></p> <p><i>Summary</i></p> <p><i>Thank You</i></p> <p><i>Complimentary Close</i></p> <p><i>Signature</i></p> <p><i>Typed Name</i><br/><i>Additional Information</i></p> |
|---|--|

## Media Event Letter — Recently Published Book

Notify the media of a recently published book.

**Donaldson's**  
223 Niagara Dr. • Buffalo, NY 14290

September 12, 20XX

Mary Beth Parkinson  
WWJ  
874 7th St.  
Buffalo, NY 14292

Dear Ms. Parkinson:

I recently published a book called *Entrepreneur at Risk*. I am sending you a copy to review.

The topic is worthy of your morning show, “Good Morning Buffalo,” and I would be interested in discussing the book as a guest on your show. The premise is that entrepreneurs are at risk in the U.S. and will soon be an endangered species. This is a very timely topic, as there is an upcoming forum on entrepreneurs at the Carmine Colosseum.

I have enclosed my biographical sketch, a synopsis of the book and a press release from my publishing house. I hope that you will take the time to look at these. Thank you for your attention.

Sincerely,

*Signature*

Larry J. Beiers  
President

LJB:wuy

*Announcement*

*Explanation*

*Persuasion*

*Summary*

*Thank You*

12

## Media Event Letter — Anniversary

Use this letter to alert the media of your company's anniversary.

**Evanson Buick**

7793 Sahara Way • Reno, NV 89585

May 19, 20XX

Wayne Wilson  
KBET  
444 Plaza Dr.  
Reno, NV 89588

Dear Mr. Wilson:

Evanson Buick will be turning 50 years old on May 29, making us the oldest car dealership in Nevada. We will be staging a three-day celebration.

On May 29, we will kick off our anniversary with free hot-air balloon rides and an ascension at 6 p.m. On May 30, we will have the oldest race car driver, Judd MacElroy, signing autographs from 2 to 4 p.m. On May 31, we will have our drawing for a Buick Reatta at 5:30 p.m., followed by a picnic open to the public. During all three days, there will be displays of antique autos and carnival rides for the children. We think that our anniversary event would make a fine spot on your "Neighbors" segment on the 6 o'clock news.

I have enclosed a flyer describing the complete festivities. Thank you for helping us celebrate our anniversary.

Sincerely,

*Signature*

M. Art Evanson  
President

MAE:fsw  
Enc.

*Announcement*

*Explanation*

*Specific Details*

*Summary  
Thank You*

## Press Release — Anniversary

Use this press release to alert the media of a company's anniversary.

Darling's Cookies  
309 Watertown Road • Tacoma, WA 98438

January 19, 20XX  
FOR IMMEDIATE RELEASE

On February 5, 20XX, Darling's Cookies will celebrate its 50th anniversary, making us the oldest bakery in Tacoma.

Darling's Cookies was established on February 5, 195X, by Darrel Darling. At first, Darling's employed only three people and was located on Front Street in downtown Tacoma. After the war, Darling's moved to its present location on Watertown Road and now employs 25 people full-time. Darling's specialties are cinnamon rolls, chocolate chip cookies and its patented double chocolate fudge bar. Darling's will host an open house on February 5 at its plant. We are expecting children from several local schools, residents from several nursing homes and group houses, as well as our regular patrons. Please stop by for free refreshments.

FOR MORE INFORMATION, CONTACT:  
Darrel Darling, Jr.  
President  
555-2211

*Announcement*

*Explanation*

*Specific Details*

*Contact Information*

## Press Release — Speaking Engagement

Use this press release to alert the media of an upcoming speech.

**Los Gatos Community College**  
2312 College Dr. • Los Gatos, NM 87531  
505-555-6636

April 2, 20XX  
FOR IMMEDIATE RELEASE

Dr. Larry Thompson, noted historian, will speak April 20, 20XX, at Los Gatos Community College. He will speak on “History in the Making: How Current Events Redefine Our Lives.”

Dr. Thompson is a leading authority on trends in history. He is professor of history from Cornell University in Ithaca, New York. He is presently on leave from the university so he can lecture around the world on this topic. His speech has been well-received throughout the United States. He will explain how the fall of the Berlin Wall has affected all of us. After the speech, Dr. Thompson will hold a symposium on American business trends. He will autograph copies of his best seller, *Wake Up, America*, in the lobby of the Emerson Auditorium prior to his speech at 7 p.m.

FOR MORE INFORMATION, CONTACT:

Sara Thompson  
Public Relations Department  
Los Gatos Community College

*Announcement*

*Topic*

*Explanation*

*Specific Details*

*Contact Information*

## Press Release — Promotion

Use this press release to notify the media of a promotion within your business.

### Ogden Manufacturing

58 Brigham Young Dr. • Ogden, UT 84404  
801-555-9889

August 30, 20XX

FOR IMMEDIATE RELEASE

Ogden Manufacturing announces the promotion of Paul K. Van Daan to Vice President, Accounting. He will replace Terrance Reilly, who is retiring.

Paul Van Daan joined Ogden Manufacturing in March 19XX as an accountant and was promoted in 19XX to Department Head, Accounts Receivable. In 20XX, he was promoted to Division Head, Customer Relations. He is a graduate of Brigham Young University and is a Certified Public Accountant. Previously, he worked for Dowling Box, Ltd.

FOR MORE INFORMATION, CONTACT:

Dana Conrad  
Human Resources Office  
Ogden Manufacturing

A black-and-white photo is enclosed.

*Announcement*

*Explanation*

*Specific Details*

*Contact Information*

12

## Press Release — New Employee

Use this press release to announce to the media that a new employee will be joining your firm.

### **KLINGER BLINDS**

2221 Washington • Flagstaff, AZ 86093

October 17, 20XX

FOR IMMEDIATE RELEASE

Klinger Blinds announces that Karen M. Bark has been hired as our director of sales. She will start in her new position on November 1.

Karen M. Bark is a native of Southern California and was previously employed by Tremore Window Treatments in Los Angeles as sales coordinator. She has a degree in interior design from the Design Institute in San Francisco. Ms. Bark's design for *Home Lovely's* "Home Beautification Project" won first place last year in the prestigious competition.

FOR MORE INFORMATION, CONTACT:

Trish Klinger  
Klinger Blinds

A black-and-white photo is enclosed.

*Announcement*

*Explanation*

*Specific Details*

*Contact Information*

## Response to Editorial — Positive

Use this letter to respond to an editorial when your firm agrees.

**Greater Augusta Merchants**  
651 Main • Augusta, ME 04326

September 22, 20XX

Bonnie Ervin, Station Director  
WKLT Radio  
1500 Walker  
Augusta, ME 04325

Dear Ms. Ervin:

We, the Greater Augusta Merchants, wish to commend you for the stand you have taken against parking meters in downtown Augusta. Your editorial of September 20 was well thought out.

We feel that placing parking meters in downtown Augusta will discourage our customers from coming downtown to shop. Your report of other nearby cities who have recently installed parking meters and have seen a drop in customers demonstrates that parking meters could create the same problem if the city government passes this ordinance. We strongly urge you to continue to speak out against this issue.

Thank you for your support of our position.

Sincerely,

*Signature*

Marvin Quackenbush  
Executive Secretary

MJQ:omr

*Announcement*

*Explanation*

*Specific Details*

*Thank You*

## Response to Editorial — Negative

Use this letter to respond to an editorial when your firm disagrees.

**Greater Augusta Merchants**  
651 Main • Augusta, ME 04326

October 20, 20XX

Bonnie Ervin, Station Director  
WKLT Radio  
1500 Walker  
Augusta, ME 04325

Dear Ms. Ervin:

Although we agree with your previous editorials opposing parking meters in downtown Augusta, we are not in agreement with your editorial of October 18. We can see no value in turning the downtown business district into a mall-like area.

To resurface our streets and make them into malls will irreversibly damage businesses downtown. The city engineers estimate the mall project will disrupt business for a minimum of a full year. Many downtown businesses are now struggling to stay alive, and the mall project would be their death knell. Additionally, when completed, we would have 50 percent fewer parking places for our customers. Perhaps the downtown area does need cosmetic surgery, but not when it devastates the area's economy.

Thank you for your understanding of our opposition. We hope that you will reconsider your position.

Sincerely,

*Signature*

Marvin Quackenbush  
Executive Secretary

MJQ:omr

*Announcement*

*Explanation*

*Specific Details*

*Concession*

*Persuasion*

*Thank You*

## Letter Asking to Make a Speech

Use this letter when you want to make a speech or presentation.

**J.P. Gaslight and Co.**  
790 Eastern Ave. • Ithaca, NY 14743

May 7, 20XX

Calvin S. Snyder, Program Chairman  
Environmental Institute  
445 J. Ave., East  
Lincoln, NE 68302

Dear Mr. Snyder:

I would like to be put on the program of the upcoming Environmental Institute Workshop in October 20XX, in Chicago. My presentation on acid rain and its effect on the northeastern United States fits in with your theme, "Environmental Consequences."

I have enclosed an outline of my proposed presentation. As you can see, my recent research for our firm shows the irreversible damage done to the northeastern United States by acid rain. The presentation I have outlined was well-received at the Global Earth Conference in Boston and last week at the Toronto Conference for Environmental Concerns. I have also enclosed a list of other presentations I have given on environmental issues.

Thank you for your prompt consideration.

Sincerely,

*Signature*

Tracy Whiteman  
TKW:cap

Enc.

*Request*

*Explanation*

*Specific Details*

*Enclosures*

*Thank You*

## Letter Asking for a Correction

Use this letter to request that a correction be made from a published or broadcast report.

**Williams and Sons**

1002 Elm St. • Topeka, KS 66404

August 11, 20XX

Anne Church, Managing Editor  
*Topeka Times*  
333 Main  
Topeka, KS 66402

Dear Ms. Church:

Your article about Williams and Sons in last Sunday's *Times* was most appreciated. However, there is one correction that needs to be made.

In the article you stated that Williams and Sons has grown 15 percent in the last year. In reality, we have grown 25 percent in the last year — 15 percent of that being in the last month. Perhaps this seems like a trivial matter, but the smaller number is negative publicity for Williams. Would you please make a correction in your upcoming business-news section this Sunday?

Thank you for your prompt consideration. We appreciate the fine job you have been doing.

Sincerely,

*Signature*

C. Blake Williams  
President

CBW:nbc

***Correction***

***Explanation***

***Specific Details***

***Request***

***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 include all of the necessary details for the media such as date, time and place of event?
- Did you include your name so you can be reached for verification?
- Did you include all background information or details necessary in the second part of the letter?
- Did you summarize or thank 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 13

### Electronic Mail

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Electronic mail, or e-mail, is a relatively new form of written communication in the business world. The use of e-mail meets the needs of the fast pace of business and society. There are advantages and disadvantages to its use. Speed and convenience are the primary advantages, while lack of privacy and security are its disadvantages. There are those in the business world who frown on the use of e-mail because of its informality. The number of errant e-mails and “junk mail” that have caused embarrassing situations for employees can attest to the opinions that it is an inappropriate form of correspondence. Therefore, use e-mail cautiously and courteously. This chapter will provide the tips and techniques for smart e-mail practices.

- Announcement of Meeting
- Message Verification
- Change in Client Status Announcement
- When to Use E-mail
- Request for Assistance
- Request for Materials Ordered
- Be Considerate
- Project Offer
- Follow-Up on Project

- Compliment to Employee for Work
- Etceteras: Smileys, Acronyms, Caps and “Flaming”
- Pros and Cons of E-mail Use

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

## Step-by-Step Guide

Within a business, e-mail is primarily used to communicate internally, providing the user with the convenience of reaching many people quickly and simultaneously. It can be used to send notices to departments, update team members on a project or inform employees of benefits information or training opportunities. The e-mail letter can be printed by the recipient to be used for documentation. While humor and informality can be acceptable in this type of correspondence, the e-mail is strictly a tool for quick communication.

**Step 1:** Most e-mail servers have boxes that look similar to memo format. Complete the To and Subject boxes first. The server’s software records the date and time the message was sent.

**Step 2:** Make a plan, then be brief and tell it like it is. A lot of e-mails that are sent off the cuff are followed by second and even third messages, trying to correct or update the information sent in the first. Take time to plan the message, and then be sure to carefully review it before hitting the send button!

This is one form of communication where the recipient expects you to get right to the point. Make your request or share your purpose in the first sentence.

**Step 3:** Keep it plain and simple. The message format that one person sends can often get scrambled in transmission, creating annoying effects for the recipient. Keep the format and the text simple to reduce the occurrence of garbled messages.

**Step 4:** Sign off. Because e-mails come with a From box, the recipient will know who has composed the message. You may or may not want to add a complimentary close and your name. Consider the recipient, the context of the message and whether this courtesy is applicable. Several options exist, including “Regards,” “Thanks,” or simply your initials.

**Note:** It’s business!

Remember to be businesslike at all times. Write with clarity and effectiveness, use standard English and always be courteous!

Be careful when sending material that may be sensitive or confidential. Think of e-mail as a postcard — there is the potential for anyone to read it. Messages can be intercepted or forwarded, whether accidentally or intentionally, without your knowledge or consent.

At the end of this chapter is a checklist to use when you write an e-mail.

## Announcement of Meeting

This e-mail is used by a supervisor to set up a series of meetings and to announce the first scheduled meeting.

To: Department Managers  
From: C. Jarrett  
Subject: Budget Meetings

We will be meeting to plan the capital budgets for the coming year. I expect it will take three to four meetings for us to get the numbers on the table and then work them all out to the final projections.

The first meeting will be held on November 2 at 10 a.m. in the conference room. We will set the remaining meeting dates/times during this first one. Bring your department's budget projections and be prepared to explain how your department will contribute to the company's cost-cutting drive.

Thanks,  
Carl

*Send/Receive/Subject  
Information*

*Announcement  
of Meeting*

*Confirmation of Date,  
Time and Place*

*Information Requested*

*Complimentary Close  
and "Signature"*

### Message Verification

Be sure to verify that your mail has been received, especially those messages deemed a high priority. E-mail networks, software and computers are not always reliable, and messages sometimes go undelivered. In addition, you are not likely to find out that the message was not delivered unless you take the time to verify through the "return receipt" box or another service that your e-mail software provides.

## Change in Client Status Announcement

This message announces the change in status of a client and explains an unusual situation and how it is to be handled.

To: All Supervisory Personnel  
From: D. Broadwik  
Subject: TriState Industrial Services Account Status

Effective immediately: DO NOT SERVICE TriState Industrial Services.

TIS has dropped their contract with us, as of the end of last month. They are not entitled to any service. But evidently, word has not gotten around to all of TIS's personnel. We continue to get calls from their people.

Please make sure all staff members are aware of this change. This may be awkward, since many staff members have built relationships with people at TriState, but we cannot service a company that is no longer a client.

If anyone from TriState needs to discuss this, forward them to me at ext. 920 or to Seta Alvarez at 923.

Thanks for your help with this situation.

Duane Broadwik

### *Description of Status Change*

### *Additional Information*

### *Contact Information*

### When to Use E-mail

- To reach a lot of people quickly at the same time
- To send a short, personal message that doesn't require official letterhead and signature
- To send a message that does not need the security or confidentiality of traditional mail

## Request for Assistance

This e-mail is used to direct all staff to help locate a missing file.

To: Human Resource Department Staff  
From: T. Mattieson  
Subject: Missing File on Capital Bank of Camden

We are not able to locate the project file for Capital Bank of Camden. If you have borrowed it, have found it or have any idea where it may be, please call me ASAP at ext. 1310.

Thanks!  
Terry

*Request*

## Request for Materials Ordered

A direct e-mail can be a very effective way of making a quick, informal request.

To: Roger Carlton  
From: C. Celderon  
Subject: Presentation Slides Not Delivered

Roger,

You were going to have the presentation slides for the Cortland project to me by yesterday. They have not arrived.

Please get in touch with me ASAP! We'll need those slides for tomorrow afternoon's presentation!

I left a voice mail with you this morning, too.

Charlie

*Request*

*Additional  
Information*

### Be Considerate

The more serious the message, the less appropriate the use of e-mail for communication. Bad news of any kind should never be sent via e-mail. Formal information can be altered, forged or duplicated easily in an e-mail format. Never send any communication that you would not be willing to say to someone's face. Always consider whether the joke or witty memo is one you would share with your boss before forwarding it on to someone else.

## Project Offer

E-mail can be a quick way to informally offer a contract or project to an employee or outside client. As with any job offer, be sure to consider the e-mail message like a contract. Outline all of the essential information the person will need to make the decision to accept or reject the project.

To: Patrick Murphy  
 From: R. Jordan  
 Subject: Book Revision Project

Pat,

I have a book revision project if you're interested. The book is *Business Communication Made Easy*. It was last revised in 1993.

Revision points would include:

- Updating form sections
- Updating samples and language in samples
- Adding section on e-mail
- Adding any communication strategies for new or changed situations

This would be work for hire. Turn around time is about two months (text in by Nov. 29). Fee is \$3,600.

If you're interested, I'll overnight the book to you so that you can take a look at it. We need to have a contract on this by midweek.

Thanks,

Rich

*Offer  
Background*

*Description of  
Project Goals*

*Fee and Time Frame*

## Follow-Up on Project

E-mail is a convenient form of communication when sharing information is the primary purpose. A telephone call might take more time than is really necessary to simply share the information, and a formal letter would take more effort and resources than necessary.

The following is a message that describes the employee's plan of action and makes a request for input. The sender notes that an attachment will come with the message, making certain the receiver will look for it.

To: Rich Jordan  
From: P. Murphy  
Subject: Revision Outline

Rich:

I'm attaching the overall description of the plans I have for revision of the BCME project. I will begin working directly with the text that you sent me, but would like you to review these plans for your input/direction.

I will be adding additional information about the use of postcards to Chapter 3. And, I will work up a new chapter on informal business meetings (i.e., the coffeehouse, bookstore, etc.).

Unless something unforeseen should arise, I will expect this project to be wrapping up by the end of next week. Hope that will get it to your layout team with plenty of time to spare.

As always, your feedback is valuable and appreciated!

Murph

*Notation of Attachment State Purpose and Make Request*

*Additional Information About Plans*

*Time Frame*

## Compliment to Employee for Work

An e-mail can be a personal way to say thank you to someone for their great work on a project or proposal. The sender also has the option of forwarding copies of this acknowledgment to other members of the department as public recognition of the person's work.

To: R. Littleton  
From: J. Griener  
Subject: Thank you!

Ron:

Thank you for all the great work on the Masterson project! As you know, this was a really big one for our group, and it was thanks to you that the project got out the door on time.

I and everyone at MetroCom truly appreciate and applaud your work!

Best regards,

Jane

*Acknowledgment of  
Work Well Done*

*Message of  
Appreciation*

### Etcetera ...

**Smileys**, or **emoticons**, are keyboard characters formed to create faces that express emotions. While some of the computer savvy find these expressions to be fun additions to e-mail correspondence, many consider them to be just too cute for business. Limit their use to recipients you're sure won't mind.

The use of **acronyms** and **online abbreviations** should be limited to familiar recipients, as well. Not everyone will be aware that IOW means "in other words," or that IMHO stands for "in my humble opinion."

Using **ALL CAPITAL LETTERS** is inappropriate for e-mail communication. Messages in all caps are much harder to read and indicate that you are shouting your message. Use capitals to **STRESS** certain words sparingly.

**"Flaming"** is an online term for messages that are highly emotional, angry or insulting. Be sure to check the tone of your message and keep your emotions in check.

## Checklist

- Did you complete the to/from/subject information?
- Did you make your request or share your purpose in the first sentence or two?
- Did you keep the format and text plain and simple to avoid a garbled transmission?
- Did you write with clarity, effectiveness and courtesy?
- Did you check the content of your message for sensitivity, confidentiality and privacy issues?
- Did you include all the background information, project details or request specifics so the recipient understands your expectations?

### E-Mail Pros and Cons

#### *Pros*

Fast and easy delivery for “official” business  
 Tone can be very personal  
 Can reach many readers at one time  
 Users can print a clear hard copy  
 Reader can save message in a file  
 Easy for reader to reply  
 Inexpensive  
 Can be forwarded to another reader  
 Eliminates unnecessary paper  
 Allows off-site workers to collaborate on projects easily

#### *Cons*

Questionable appropriateness  
 Format often lost in recipient’s copy  
 Not completely secure and confidential  
 No “real” original hard copy with signature  
 Message must be very short  
 Recipient must have a computer and e-mail software  
  
 Can be forwarded accidentally

TEAMFLY

# C

## CHAPTER 14

# Postcard Correspondence

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Postcards are cost-effective correspondence tools that carry a lot of power. With the threat of mail-related terrorism, people are apprehensive about opening mail. Postcards can send a message, share information or promote an event easily, and yet avoid creating anxiety about a threat for the recipient.

This chapter has sample postcards you might choose to compose. The types of postcards included are:

- Seasonal Promotion
- Acknowledging a Customer for a Special Occasion
- Invitation
- Reminder

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

## Step-by-Step Guide

Postcards are used as quick, informal forms of communication. They grab the recipient's attention, are easy to read and act on, and generally are more cost-effective than a formal letter with envelope. The ideal postcard is visually appealing, with a direct, concise message.

**Step 1:** Plan the main purpose of your correspondence. Keep it brief and to the point.

**Step 2:** Use catchy phrasing or specialized text to draw and keep the reader's attention. Write with clarity and creativity.

**Step 3:** Remember that a postcard can be viewed by anyone at any time. It is inappropriate to use this medium of communication to announce or share sensitive or confidential information.

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

## Seasonal Promotion

This postcard is used by a business to inform customers of a special promotion.

### *Capture the Spirit of Christmas!*

Join us Saturday, December 2, for an afternoon of warmth and glad tidings as we welcome artist Gloria Patrick!

Gloria will be showcasing the latest addition to her sculpture series. “Angels Bending Near the Earth” is a breathtaking piece! Be sure to see it and visit with the artist about her work!

*December 2 from 1:00 to 4:00*  
The Marketplace  
1445 Broadway, Minneapolis, MN 42535

*Announcement  
of Event*

*Confirmation of Date,  
Time and Place*

*Business Location  
Information*

## Acknowledging a Customer for a Special Occasion

This postcard acknowledges a customer's birthday with a special discount.

### *It's Your Birthday!*

Let us help you celebrate!  
Present this card and we will give you 15% off  
your purchase as our special gift to you!  
(Sale merchandise not included.)  
Valid for 60 days.

*Happy Birthday!*  
from  
**Gracie's Gifts and Collectibles**

2891 Clairmont • Jacksonville, Florida 35695  
(904) 555-6301

*Occasion*

*Special Offer*

*Business Logo*

## Invitation

This business is using a postcard to invite customers to an open house.

### *You're Invited!*

The Toulles House is having an Open House.  
Please join us for caroling, cocoa and cookies  
on Sunday, November 30,  
anytime between 2:00 and 5:00 o'clock in the afternoon.

**Toulles House**  
**1601 Lexington Drive**  
**Nantucket Sound, Massachusetts 21807**  
**508.555.0202**

### *Invitation*

### *Event Information*

## Reminder

A postcard can be a very effective way of providing a quick, informal reminder.

### *Just a Reminder!*

Your special order is ready for pickup!  
Please call to make an appointment.

**Harvey's  
Books and Papers**

10 Lindlewood Lane • Campaign, Washington 98940  
509.555.0088

*Reminder Information  
Request*

## Checklist

- Did you make your message brief and to the point?
- Did you use format and text that will catch the recipient's attention?
- Did you write with clarity and creativity?
- Did you check the content of your message for sensitivity, confidentiality and privacy issues?
- Did you include the background information, event description, location and contact information so the recipient understands the purpose of your message?



# A PPENDIX

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Each example lists the following information in the format shown:

**Addressee**

Form of Address

*Salutation*

The eight broad categories of address are:

- Professional Ranks and Titles
- Federal, State and Local Government Officials
- Military Ranks
- Military Abbreviations
- Diplomats
- British Nobility
- Clerical and Religious Orders
- College and University Officials

## Professional Ranks and Titles

### Attorney

Mr. R. Allan Whiteman, Attorney-at-Law  
or R. Allan Whiteman, Esq.

*Dear Mr. Whiteman*

*or Dear R. Allan Whiteman, Esq.*

### Dentist

Jacqueline Lyster, D.D.S. (Office Address) or  
Dr. Jacqueline Lyster (Home Address)

*Dear Dr. Lyster*

### Physician

Terry Thomlinson, M.D. (Office Address) or  
Dr. Terry Thomlinson (Home Address)

*Dear Dr. Thomlinson*

### Veterinarian

Cathy Hines, D.V.M. (Office Address) or  
Dr. Cathy Hines

*Dear Dr. Hines*

## **Federal, State and Local Government Officials**

### **Alderman**

The Honorable Harriett Monson

*Dear Ms. Monson*

### **Assemblyman**

See Representative, State

### **Associate Justice, Supreme Court**

Mr. Justice Riley

The Supreme Court of the United States

*Dear Mr. Justice*

### **Cabinet Officers**

#### **Secretary of State**

The Honorable Emily Williamson

The Secretary of State

*Dear Madam Secretary*

#### **Attorney General**

The Honorable Martin Trymore

Attorney General of the United States

*Dear Sir*

### **Chief Justice, Supreme Court**

The Chief Justice of the United States

*Dear Mr. Chief Justice*

### **Commissioner**

The Honorable C. Thomas Black

*Dear Mr. Black*

### **Former U.S. President**

The Honorable Wilson Edwards

*Dear Mr. Edwards*

**Governor**

The Honorable Mary Simpson

Governor of Utah

*Dear Governor Simpson*

**Judge, Federal**

The Honorable Tomas Gonzales

United States District Judge

*Dear Judge Gonzales*

**Judge, State or Local**

Chief Judge of the Court of Appeals

The Honorable Larry Nelson

*Dear Judge Nelson*

**Lieutenant Governor**

The Honorable Aaron Gudenkauf

Lieutenant Governor of New Jersey

*Dear Mr. Gudenkauf*

**Mayor**

The Honorable W.M. Tied

Mayor of Greenville

*Dear Mayor Tied*

**President, U.S.**

The President

*Dear Mr. President*

**Representative, State (same format for assemblyman)**

The Honorable Amanda Brown

House of Representatives

State Capitol

*Dear Ms. Brown*

**Representative, U.S.**

The Honorable Blake Grahame  
The United States House of Representatives  
*Dear Mr. Grahame*

**Senator, State**

The Honorable Matthew K. Billings  
The State Senate  
State Capitol  
*Dear Senator Billings*

**Senator, U.S.**

The Honorable Lillian Vries  
United States Senate  
*Dear Senator Vries*

**Speaker, U.S. House of Representatives**

The Honorable James B. Castle  
Speaker of the House of Representatives  
*Dear Mr. Speaker*

**Vice President, U.S.**

The Vice President  
Executive Office Building  
*Dear Mr. Vice President*

## Military Ranks

### **Admiral, Vice Admiral, Rear Admiral**

(Full Rank + Full Name + Comma + Abbreviation of Branch of Service)

*Dear Admiral Rhodes*

### **Airman**

(Full Rank + Full Name + Comma + Abbreviation of Branch of Service)

*Dear Airman Smith*

### **Cadet**

Cadet Jack Roberts

United States Military Academy

*Dear Cadet Roberts*

### **Captain (Air Force, Army, Coast Guard, Marine Corps or Navy)**

(Full Rank + Full Name + Comma + Abbreviation of Branch of Service)

*Dear Captain Lane*

### **Colonel, Lieutenant Colonel (Air Force, Army or Marine Corps)**

(Full Rank + Full Name + Comma + Abbreviation of Branch of Service)

*Dear Colonel Arnold*

### **Commander (Coast Guard or Navy)**

(Full Rank + Full Name + Comma + Abbreviation of Branch of Service)

*Dear Commander Grove*

### **Corporal**

(Full Rank + Full Name + Comma + Abbreviation of Branch of Service)

*Dear Corporal Jones*

**First Lieutenant, Second Lieutenant (Air Force, Army or Marine Corps)**

(Full Rank + Full Name + Comma + Abbreviation of Branch of Service)

*Dear Lieutenant O'Shannon*

**General, Lieutenant General, Major General, Brigadier General (Air Force, Army or Marine Corps)**

(Full Rank + Full Name + Comma + Abbreviation of Branch of Service)

*Dear General Tubbs*

**Lieutenant Commander, Lieutenant, Lieutenant (JG), Ensign (Coast Guard, Navy)**

(Full Rank + Full Name + Comma + Abbreviation of Branch of Service)

*Dear Lieutenant Crites*

**Major (Air Force, Army or Marine Corps)**

(Full Rank + Full Name + Comma + Abbreviation of Branch of Service)

*Dear Major Giles*

**Master Sergeant (an example of other enlisted ranks having compound titles not shown here)**

(Full Rank + Full Name + Comma + Abbreviation of Branch of Service)

*Dear Sergeant Kaye*

**Midshipman**

Midshipman Sally Cole

United States Naval Academy

*Dear Midshipman Cole*

**Petty Officer and Chief Petty Officer**

(Full Rank + Full Name + Comma + Abbreviation of Branch of Service)

*Dear Mr. Schmidt*

*Dear Mr. Trank or*

*Dear Chief Trank*

**Private**

(Full Rank + Full Name + Comma + Abbreviation of Branch of Service)

*Dear Private Hesse*

**Seaman**

(Full Rank + Full Name + Comma + Abbreviation of Branch of Service)

*Dear Seaman Waters*

**Specialist**

(Full Rank + Full Name + Comma + Abbreviation of Branch of Service)

*Dear Mr. Ledford*

*Dear Ms. Fetters*

**Other Ranks Not Listed**

(Full Rank + Full Name + Comma + Abbreviation of Branch of Service)

**Military Abbreviations**

- Army      USA
- Air Force    USAF
- Marine      USM
- Navy        USN

## Diplomats

### **Ambassador to the U.S.**

His Excellency Reginald Butters

The Ambassador of Bermuda

*Excellency or*

*Dear Mr. Ambassador*

### **American Ambassador**

The Honorable J. Ellen Stanford

Ambassador of the United States

*Dear Ms. Ambassador or*

*Dear Madam Ambassador*

### **American Charge d’Affaires**

Allen White, Esq.

American Charge d’Affaires

*Dear Sir*

### **Minister to the U.S.**

The Honorable Harry Lindermann

Minister of Liechtenstein

*Dear Mr. Minister*

### **Secretary-General, U.N.**

Her Excellency Nbutu Montabi

Secretary-General of the United Nations

*Dear Madam Secretary-General*

## British Nobility

The correct form is to address a representative of the royal person: “The Private Secretary to Her Majesty, the Queen.”

### Baron

The Right Honorable Lord Swarthmore

*Dear Lord Swarthmore or*

*My Lord Swarthmore*

### Baroness

The Right Honorable Lady Swarthmore

*Dear Lady Swarthmore or*

*My Lady Swarthmore*

### Duke

His Grace, The Duke of Marlinton

*Dear Duke of Marlinton or*

*My Lord Duke*

### Duchess

Her Grace, The Duchess of Marlinton

*Dear Duchess or*

*My Lord Madam*

### Duke's Younger Son

The Lord William Wymore

*Dear Lord William*

### Wife of Duke's Younger Son

The Lady William Wymore

*Dear Lady William*

### Duke's Daughter

The Lady Regina Wymore

*Dear Lady Regina*

**Earl**

The Right Honorable the Earl of Tropicingham

*Dear Lord Cresswell or*

*My Lord Cresswell*

**Earl's Wife**

The Right Honorable the Countess of Tropicingham

*Dear Lady Cresswell or*

*Madam Cresswell*

**Knight**

Sir Reginald Williams

*Dear Sir or*

*Dear Sir Reginald*

**Marquess**

The Most Honorable the Marquess of Cullertshire

*Dear Lord Ranson or*

*My Lord Ranson*

**Marchioness**

The Most Honorable the Marchioness of Cullertshire

*Dear Lady Ranson or*

*My Lady Ranson*

**Viscount**

The Right Honorable the Viscount Lindsay

*Dear Lord Lindsay or*

*My Lord Lindsay*

**Viscountess**

The Right Honorable the Viscountess Lindsay

*Dear Lady Lindsay or*

*My Lady Lindsay*

## Clerical and Religious Orders

### Abbot

The Right Reverend Walter Jones, O.S.B.  
Right Reverend and Abbot of St. Benedict's

*Dear Father*

### Archbishop

The Most Reverend Archbishop Terrance Smith  
Archbishop of Canada

*Your Excellency or*

*Dear Archbishop*

### Archbishop, Anglican

To His Grace the Lord Archbishop of Canterbury

*Your Grace or*

*My Dear Archbishop*

### Archdeacon

The Venerable the Archdeacon of New York

*Venerable Sir*

### Bishop, Catholic

The Most Reverend Andrew Duncan  
Bishop of New York

*Your Excellency or*

*Dear Bishop Duncan*

### Bishop, Episcopal

The Right Reverend Samuel Thomas  
Bishop of South Carolina

*Dear Bishop Thomas*

### Bishop, Other Denominations

The Reverend Sandra Wright

*Reverend Madam or*

*Dear Bishop Wright*

**Brotherhood, Catholic, Member of**

Brother Williams, S.J.

*Dear Brother James*

**Brotherhood, Catholic, Superior of**

Brother Edward, S.J., Superior

*Dear Brother Edward*

**Canon**

The Reverend Dwight Boyd

*Dear Canon Boyd*

**Cardinal**

His Eminence, Harold Cardinal Lyte

*Your Eminence or*

*Dear Cardinal Lyte*

**Clergyman, Protestant**

The Reverend Catherine Wilson

*Dear Madam or*

*Dear Ms. Wilson*

(or, if having a doctorate degree)

The Reverend Dr. John Wong

*Dear Dr. Wong*

**Dean (of a Cathedral)**

The Very Reverend Calvin Schmidt

*Very Reverend Sir*

Dean Calvin Schmidt

*Dear Dean Schmidt*

**Monsignor**

The Right Reverend Monsignor Ellis

*Dear Monsignor Ellis or*

*Right Reverend Monsignor*

**Patriarch (of an Eastern Church)**

His Beatitude the Patriarch of New York

*Most Reverend Lord*

**Pope**

His Holiness, Pope John Paul II or

His Holiness, the Pope

*Your Holiness or*

*Most Holy Father*

**Priest, Roman Catholic**

The Reverend Lynn Martin

*Dear Father Martin or*

*Reverend Father*

**Priest, Episcopal or Anglican**

The Reverend Edward Arnold

*Dear Mr. Arnold or*

*Dear Father Arnold*

**Priest, Denominational Protestant**

The Reverend Cheryl Tims

*Dear Ms. Tims*

**Rabbi**

Rabbi Eli Gossman

*Dear Rabbi Gossman*

(if having a doctorate degree)

Rabbi David Weiss, D.D.

*Dear Dr. Weiss*

**Sisterhood, Member of**

Sister Mary Theresa, S

*Dear Sister Mary Theresa or*

*Dear Sister*

**Sisterhood, Superior of**

The Reverend Mother Superior, S

*Reverend Mother*

**College and University Officials**

**Dean of a College or University**

Dean Mary Carlson

*Dear Dean Carlson*

**President of a College or University**

President James Bagg

*Dear President Bagg*

**Professor of a College or University**

Professor Linda Tripp

*Dear Professor Tripp*

**Note:** The college official's educational degrees, if known, may be added after the name.



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