

# LETTER WRITING PROCESS

Letter Writing includes several strategies like BRAINSTORMING, FREEWRITING, MINDMAPPING

## BRAINSTORMING:-

Listing of ideas as they come in mind.

## FREEWRTING:-

Expression of ideas without worrying about spelling, grammatical mistakes etc.

## MINDMAPPING:-

Organizing the information in mind

# PARTS OF A BUSINESS LETTER

- SENDER'S ADDRESS
- DATE LINE
- REFERENCE
- INSIDE ADDRESS
- SUBJECT
- SALUTATION
- BODY
- COMPLIMENTARY NOTES
- SIGNATURE
- ENCLOSURE

# SENDER'S ADDRESS

It comes at the left hand corner. It includes street, house nr., city, pin code. The writer should not include his/her name or title as it is included in the letter's closing.

Example:- B-3/16, Janakpuri  
New Delhi-110058

# DATE LINE

■ The date line is used to indicate the date the letter was written. It comes after sender's address. The month, day, and year should be written two inches from the top of the pages.

■ Example:- March 20, 2009

# REFERENCE

- This is an optional element and may be placed below the dateline. The writer reference number as well as the reference number of recipient should be mentioned.
- Example:- Our Ref: ATC/RP/09  
Your Ref: AVS/SP/08

# INSIDE ADDRESS

- The inside address is the receiver's address. It includes a personal title such as Mr., Ms, Mrs.,Dr.
- Example:- Dr. Amit Upadhyay  
Director, School of Humanities  
Amity University, New Delhi

# SUBJECT

It may be placed either before or below the salutation. It must come only in one line.

Example:- Purchase of sixty scanners



# SALUTATION

- It is a greeting used to address the receiver of the letter. Use the personal title and the surname should be followed by either a comma or a colon. Formal phrases such as Dear Sir/ Dear Madam/ Dear Customer may also be used if the name of the recipient is not known

# Body

- The body of a business letter contains an opening stating the main idea, a middle with details, and an action closing.
- It must be organized carefully. It should be divided into three distinct parts, that is, the opening segment, the middle segment, and the closing segment.

The purpose of business letter is generally found in the opening segment.

The middle segment is the part in which all the details that support ideas are included the main points.

It may begin justifying the importance of the main points. The closing segment of a letter usually restates the purpose of the letter.

# Complimentary Close

It begins one line after the last body paragraph. The first word should be capitalized.

Example:-Yours Sincerely, Yours truly,



# SIGNATURE

- It contains the writer's name and title and designation.
- ENCLOSURES:- This is an optional element. If any documents are enclosed along with the letter, they should be listed at the end of the letter.

# Business Letter Format

■ BLOCK FORMAT

■ MODIFIED BLOCK FORMAT

■ SEMI-BLOCK FORMAT

■ SIMPLIFIED FORMAT

# A good business letter is characterized by five “c”

■ “C”:- Clarity

■ “C” Courtesy

■ “C” Conciseness

■ “C” Correct tone

■ “C” Correct Attitude

# CLARITY

- ❑ Letter must be easily understood by the reader.
- ❑ Use of clear, simple, familiar and specific words and expressions and clear references should be used.
- ❑ Vague and unclear words and expressions should be avoided.



# Example of Clarity

- With reference to your inquiry last week, we would like to inform you that the information that you want can be sent within a week.
- Thank you for your April 14 letter, asking about our 2005 training schedule. We would send you the schedule by April 28.

# COURTESY

- The letter must reflect courtesy and consideration as the reader is under no obligation to do what the writer requests.
- Positive and encouraging phrases should be used to build a goodwill and long-term business relationship.

# Example of Courtesy

- ❑ You have no other option but to talk to your accounts manager about the problem in my account.
- ❑ Please talk to your accounts manager about the problem in my accounts. I look forward to hearing from you.

# CONCISENESS

- ❑ A good business letter must be concise, direct and fewest possible words.
- ❑ Unnecessary words and expression, empty words, repetitions, ornamentation, or exaggeration should be avoided.

# Example of conciseness

- ❑ I would like to express my gratitude to you for sending our consultancy fee. We have received your cheque no. 877655 dated 12 March 2009 for Rs. 50,000.
- ❑ Thank you for the cheque No. 877655 dated March 12, 2009 for Rs. 50,000 towards consultancy fee.

# CORRECT TONE

- ❑ It refers to the manner or mood of expression.
- ❑ A tactless or negative tone can lead to misunderstanding, resulting in a negative response from the reader.
- ❑ Therefore the tone must be formal, tactful, personal and positive.

# Example

- ❑ Your application for the post of Assistant Manager has been received.
- ❑ Thank you for your application for the post of Assistant Manager.
- ❑ As we have given the job to another candidate, we cannot entertain your application.
- ❑ Thank you for your application for a sales position .However the position has already been filled. But we have kept your resume for future use.

# CORRECT ATTITUDE

- ❑ It refers to the reflection of the opinion of the writer on the reader.
- ❑ Avoid poor and negative attitude. This is more important in bad news letters, rejections, refusals, denials and complaints.
- ❑ Use the “YOU ATTITUDE” instead of “I ATTITUDE”



# Example

- ❑ We will not be able to process your order because your business terms are too vague and are unacceptable to us.
- ❑ Please send us your specific and clear business terms so that we can process your order