



Letter Writing



Types of Letter Writing

Formal (Business letters) and Informal (Friendly letters)

Personal Letter Writing(Informal)

- These letters are addressed to a friend or familiar acquaintance about a personal subject. It may regard a personal problem, issue or even a personal business matter pertaining to ones personal finances or personal legal matters)
- Types of Personal Letters- Apologies, Appreciation and Thank You: For favors, kindness, Congratulations, Personal Complaints, Invitations, Offering Condolences (sympathy or get well).
- Personal Letters...whether typed or handwritten, may include personal touches that reflect your style or personality.



Business letter writing

A Business Letter is type of letter which serves as a means of communication written for various commercial purposes. These purposes can be a business deal, complaint, warning, notice, invitation, declaration, information, apology and various other corporate matters. Letters of business are the most popular and the most widely written types of letters. Business letters are also the oldest form of official correspondence and perhaps the propagators of mailing system.

Business Letters

- It is a written or printed communication directed to a person or organization. Letters may be created and sent as E-mail or electronic transmissions
- Letters reinforce personal and business relations
- Letters should be truthful as they may become a permanent record of what you know, think or feel at the time you are writing the letter. Letters reflect the character and communication skill of the writer.



Letter Writing Process

- Prewriting- audience analysis, purpose identification, scope determination and analysis of the action desired
- Writing- brain storming and freewriting and mindmapping
- Post writing- revising the content, layout and sentence structure



Form and Structure

- Attention must be given to the choice of format
- Parts of a Business Letter
- Senders address
- Date
- Receivers address
- Salutation
- Subject
- Reference



Form and Structure

- Body part of the letter

introductory part, the main part and the concluding part

- Complimentary close
- Signature
- Enclosures



Types of Business letters

- Inquiry letters
 - request information or seek clarifications
- Reply to Inquiry letters
 - letters giving information or regret
- Purchase Letters
 - to order items and supplies through letters



Types of Business letters

- Complaint letters

expression of dissatisfaction- defective product, bad service , misbehavior etc


- Reply to complaint letters

- Sales letters

promote business ideas, find new customers, increase customer network etc



Before writing a reply letter...

- Read the letter or letters to which you need or want to respond.
 - Read a written announcement or article motivating or requesting a letter response. (News stories, displays and billboards, and even oral comments that others have voiced may spark your passion to write a letter. Listening, is therefore important to letter writers.)
 - Examine the tone (language) of the letter, announcement or other printed material to which you will respond.
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Writing a reply letter

- The tone of the motivating piece helps you determine the tone of your written response (formal or informal).
- Identify your audience and purpose in order to determine the type of letter you will write (formal or informal).
- Think about / Plan your response.



Importance of Business letters

- Exchanging business information
- Establishing business relationships
- Creating new markets
- Substitute to a personal visit
- Saves cost and time



Email Writing



The electronic mail

- Electronic mail is the medium of communication through computer networks.
- Email has become the most popular communication medium in business today
- Like business letters and memos, email messages reinforce professional and business relationships



Advantages

- Speed
- Low cost
- Quick Distribution
- Flexibility
- Easy Attachments
- Easy Upward communication

Characteristics of Successful Email Messages

- Concise- An email should not contain unnecessary information. Ideas should be organised in such a way that the email makes its point with a fewer words possible.
- Correct- Correct format and structure should be used. The content should be checked for factual accuracy.
- Clear- The content should be clear and simple. Familiar and Direct words should be used.
- Conversational tone- Avoid being too informal or too emotional. Maintain professionalism without being too formal.
- Single theme- A successful email deals with only one topic. Develop and focus on the single theme logically.



Format of an email...

E-mail includes the following:

- Heading
- Salutation
- Body
- Closing
- Signature



Writing effective email messages

1. Don't overcommunicate by email.
2. Make good use of subject lines.
3. Keep messages clear and brief.
4. Be polite.
5. Check your tone.
6. Proofread.