

make a specific request, or
present qualifications.

Whoever your audience is for business or technical communication, you can be sure that he or she is extremely busy. Always get right to the point.

BUSINESS LETTERS

Business letters can be used to make requests, place orders for goods, check on orders already placed, make claims for damages, explain your views, or express thanks (for example, to a guest speaker or for an interview). You can write a letter to a friend any way you feel like writing it and on any kind of paper, but business letters need extra attention.

- Be formal, clear, concise, and make sure to include all the information the recipient needs to know about the matter at hand.
- Write business letters on standard 21.5 cm x 28.0 cm (8 1/2" x 11") white paper. If possible, use a computer. (Many copy shops have computers that you can use for a small hourly fee.) If you *must* write by hand, be neat!
- Pay careful attention to grammar, spelling, and punctuation.

You can apply the writing process described in Chapter 1 to business letters. Pay particular attention to defining your purpose and identifying your audience. Be clear about what your goal is in writing.

The examples that follow show some suggested formats for business letters.

Requesting Information

Purpose: To find out more about my ancestors from the archives of the Canadian Jewish Congress.

Audience: Director of Archives at the Congress.

The following sample letter illustrates the pattern of all business letters:

- It is addressed to a specific person. Whenever possible, try to get a name before you write to a large organization.
- The first paragraph comes to the point right away, summarizing exactly why the writer is writing.
- The tone of the letter is formal and polite, but neither flattering nor apologetic.
- The second-to-last paragraph defines the action being requested, so that the recipient knows exactly what it is the writer wants her to do.
- The last paragraph contains a sentence of "thanks in advance" and notes that a self-addressed stamped envelope is enclosed.

- Some other acceptable closings for business letters are
 Yours very truly,
 Yours sincerely,
 Yours faithfully,
 Yours respectfully,
- If the letter had been typed by someone other than Simon Frank, the typist would have put his or her own initials in lowercase, followed by a slash, and then Simon's initials in capital letters: eI/SF. This shorthand information would be included a few lines below the signature, just before "enclosure."

<p>Writer's address.</p>	<p>→ 1700 Elm Street Willowdale, Ontario M3C 6P3</p>
<p>Date.</p>	<p>→ August 21, 19XX</p>
<p>Name and address of recipient at left margin.</p>	<p>→ Janice Rosen Director of Archives, Canadian Jewish Congress 1590 Ave. Docteur Penfield Montreal, Quebec H3G 1C5</p>
<p>Salutation followed by colon.</p>	<p>→ Dear Ms. Rosen:</p>
<p>Each paragraph begins at left margin with no indent.</p>	<p>→ I recently started tracing my family tree and have found that one of my great-great-uncles settled in Quebec. The Jewish Genealogical Society suggested that I write to you as a possible source of information.</p>
<p>Single-spaced except between paragraphs; one line space between paragraphs.</p>	<p>→ My great-great-uncle's name was Samuel Joseph Schwartz. He was born in Cambridge, Massachusetts (date unknown) and died in Montreal on August 24, 1945. His father's name was William A. Schwartz, and his mother's name was Annie Sheaffer.</p>
<p>Closing followed by comma.</p>	<p>→ I would appreciate any help you could give me, either regarding my uncle or regarding other sources of information. If there is a fee involved, please let me know in advance.</p>
<p>Space for signature.</p>	<p>→ Thank you for your help. I have enclosed a self-addressed, stamped envelope for your reply.</p>
<p>Full name of sender—you may include Mr., Mrs., Miss, or Ms. in parentheses.</p>	<p>→ Yours sincerely, <i>Simon Frank</i></p>
<p>Indicates that some other material (i.e., an envelope) accompanies the letter.</p>	<p>→ Simon Frank enclosure</p>