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INTRODUCTION

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 complete 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.

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.

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.

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.

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?



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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

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

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

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 wine sales campaign on November 1.

In the process, 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 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 15 percent effective March 15. I have enclosed a brochure with the new prices 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 discussed 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

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

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, <i>Signature</i> Ronald Martin President RMM:wan	<i>Purpose</i> <i>Explanation of the Purpose</i> <i>Benefits</i> <i>Restatement Encouragement</i>
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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*

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

Birthday Wishes

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

May 25, 20XX

Gerri 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

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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*

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

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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 100 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

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 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 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*

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

List these
Employee

Sept. 5, 20XX

Acknowledgment

Permission Given

Signature

Typed Name

Date

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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*

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

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 Notebook has grown substantially because of Mr. Phan's work. He will assume his new position on August 10 and will be located in Suite 22.

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

Announcement

Reason

Congratulations

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 review 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

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

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 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 the 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*

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 *Time* 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**

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 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.

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	Cons
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	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

Preview from Notesale.co.uk
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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

904 555-0301

Occasion

Special Offer

Business Logo

Preview from Notesale.co.uk
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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 P. Cusle

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

Earl

The Right Honorable the Earl of Tropingham

Dear Lord Cresswell or

My Lord Cresswell

Earl's Wife

The Right Honorable the Countess of Tropingham

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

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