

LETTERS VS. MEMOS

- Letters: for correspondence outside the company
- Memos: for correspondence within the company

BASIC LETTER STRUCTURE

HEADING

INTRODUCTION

- Build bridge or transition between your letter and your last communication/meeting with this person
- State your purpose (*why* you're writing, *what* you're writing about)

BODY

Support purpose:

- State data and facts
- Explain situations
- Answer questions
- Specify needs
- Make requests
- Discussion

CONCLUSION

- Sum up expressing interest in continued relationship/work
- State your next action
- State next appropriate steps

CLOSINGS

LETTER FORMAT

8 COMPONENTS

- Writer's address
- Date
- Inside address for recipient
- (Subject line)
- (Salutation)
- Body of letter
- (Complimentary close)
- Writer's signed and typed names
- Optional: page notations, writer/typist initials, enclosure, copy notation

4 FORMATS

- Full block
- Full block with subject line
- Modified Block
- Simplified

DIFFERENT TYPES

- Good news
- Bad news
- Neutral
 - Requesting information
 - Invitations
 - Responding to invitations/requests
 - Placing orders
- Sales

Good News Letters

- To commend employee
- To offer a raise or promotion
- To hire an employee
- To respond favorably to a routine request

To remember:

- State good news immediately
- Support: give data, facts, explanation, information
- Close with what will happen next

Bad News Letters

- To reject a job applicant
- To deny a raise
- To refuse a proposal
- To reject a request
- To explain delays in projects
- To make a complaint
- To refuse an adjustment based on complaints

To remember:

- Do not begin with bad news
- State common bond or area of agreement
- Strongly emphasize what *CAN* be done, when possible
- Clear, yet buffered statement of what *CANNOT* be done
- Clearly stated reasons with facts to support
- Close expressing interest in continued association

Neutral Letters

- Explain a project
- Explain a process
- Request information
- Invitation
- Place an order

Sales Letters

- Arouse interest
 - Anecdote
 - Question
 - Quotation
 - Data
- Develop assertions on how you will solve the reader's problems or benefit the audience in some way
 - Provide data
 - Give testimony
 - Document your credentials
- Make your readers act
 - Give directions
 - Provide a tear-out to send back for more information
 - Supply a SASE
 - Offer a discount in a given period of time
 - Give your name/other contact information
- Use appropriate style
 - Use verbs
 - Use page design
 - Use "you"
 - Use "easy" and "simple"
 - Imply urgency: "today" "soon" "don't delay"

CONSIDERATIONS FOR LETTER WRITERS

- Know your purpose
- Know your audience
- Use correct letter format
- Use correct letter structure
- Put extended details in attachments
- Tone: Be business personal
- Always be nice
- Edit carefully
 - Mechanics: grammar, punctuation, spelling
 - Style
 - Revision - always
- Respond quickly