

Dear Esteem,

RE: MY SENT

We are pleased to
Optical Communica
has been assigned to
and Selangor in order

There has been no change
would appreciate if future
SDN BHD (No. 809986-X,

We would like to discuss
years. We have the documents
require.

Thank you for sending our a

Thank you for your assistance

Yours faithfully,

Karl Erik Ch
Chief Comm

FR
D.C. Franco
CONTEST COMMITTEE CHAIRMAN
Reader's Digest
Larry Medina
FINANCE DIRECTOR
Reader's Digest
Florence Wu
CONTEST COMMITTEE DIRECTOR
Reader's Digest

September 2009

READER'S DIGEST EXTRA CASH PRIZE (#0915)
Enclosed is a cheque for the RM10,000 Prize. The payment of RM10,000 to be made
signature within 72 hours of the date of this letter. The prize will depend upon
signature of the Contest Committee.

The Essential Guide to Writing Business Letters

By writing-business-letters.com

Enclosed is a cheque for the RM10,000 Prize. The payment of RM10,000 to be made
signature within 72 hours of the date of this letter. The prize will depend upon
signature of the Contest Committee.
YUONG... have been... to add th
Our Finance Director Larry Medina... to confirm that you...
RM10,000 cheque as soon as the winner is confirmed
NG, this RM10,000 payment could be made
confirmation. However, your prompt p
Finalist Issue and... Contest Invitation Dr
name will arrive within the next few days. The en
be returned with those documents within 7 day
issue official entries in this Extra Cash Prize Cr
winner, to release the prize that would follow

Yours sincerely,
Florence Wu
Florence Wu
Contest Committee Director

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Introduction: Ever tried to write good business letters?

Many bright people, perhaps you're one of them, go to great lengths to avoid writing business letters. Even when it means losing the business or customers. The threat of facing a blank page or a bare computer screen can be more powerful than the need to write a letter.

Just the thought of getting started can strike absolute utter terror! "How should I open the letter?" "Just what information do I need to include?" "Am I communicating in the best tone for the situation and is my approach the most effective one?" "What closing will bring the action or reaction I want?" Sometimes the challenge of all these factors so overwhelms us that no letter at all is ever sent, or the letter that is finally composed misses the mark completely.

Frustrating isn't it? Well Writing a Business Letter shouldn't be. Want to know how to make it easier? Read on and learn how.

Most of us at work or business write e-mail or business correspondence but few of us can write an effective letter. In my previous life as a consultant with Deloitte Consulting, and now as a project manager for DHL, I found that the average letter is impersonal, overly-formal, longwinded and difficult or tedious to read.

When you write a letter you create an image of you and your company in your reader's mind. A good letter should be effortless reading that makes you want to read more. It should be clear and concise, with short sentences and simple words. It should keep to the facts and be easy to read and to understand.

I understand that most business related materials are boring (zzz...), so I have tried to put in a bit of humor in some of my examples. There's a letter to Dr. Evil, Al Capone, Kermit (the frog) and more. Read on to find out how you too can write a good letter (and have a little fun too).

Writing Business Letter Essentials

Here are a few practical tips on writing business letter to help you when writing that next letter:

Consider your Reader

Who is the reader? In a business letter, it is usually employees, customers, suppliers or the public. When you are writing business letter, imagine that you are in the readers' position. Are they happy, frustrated or merely inconvenienced? What essential information does that person need to know through this communication? What are their expectations when they open the letter? Have you addressed all of these issues? By doing this, you will show the reader that you can relate to them and the situation. This will build a relationship between the two of you.

Be Responsive

If you are responding to or with a letter, address the inquiry or problem. Most of the time, companies rely too much on a handful of form letters to answer all situations. This shows that you do not understand their needs. When you considered you reader as above, you will be able to respond to them.

Be Personal

Letters are written by people to people. Don't address it "to whom it may concern" if it is possible. Whatever you do, do not use a photocopied form letter. Please see how to use a form letter for the proper use of form letter if you have to use it. You cannot build a relationship with canned impersonal letters. But also don't be too informal. Avoid using colloquial language or slang such as "you know" or "I mean" or "wanna".

Be concise and to the point

When writing business letter, explain your position in as little words as possible. Spell out what you can and what they need to do. Use clear and easy to understand language so that any misunderstanding can be minimized. Think before you write. Ask yourself why you are writing? What is it that you want to achieve? Use this 5 step process:

1. List out the topics you want to cover. Do not worry about the order.
2. In each topic, list keywords, examples, arguments and facts.
3. Review each topic in your outline for relevance to your aim and audience.
4. Cut out anything that's not relevant.
5. Sort the information into the best order for your readers.

Be friendly, build the relationship

Don't use cold, formal language. Some people have the perception that when writing business letter, they must big words. To them this is a sign of literacy. Some 'big words' have no substitute, but do use the word correctly. You want the reader to feel like they are reading a letter from someone who cares.

Emphases the positive

1. Talk about what you can do not what you can't. For example, if a product is out of stock, don't tell the customer you are unable to fill the order, instead, tell them the product is very popular and you have sold out. Then tell them when you can get the order to them.
2. Stay away from negative words. For example, your complaint about our product, instead, sorry our product was not up to your expectations.

Be Prompt

If you cannot respond fully in less than a week, tell them so and say when they can expect a respond from you.

Check Spelling, Grammar & Facts

Always make sure you are 100% correct in spelling, grammar and facts. Use the spell and grammar checker from your word processor. If you are not very good or need more help, get someone to edit the letter.

Use the correct format

Why it is important to use the correct business letter format?

Because the way a business letter looks immediately gives the reader their first impression even before they read it. The quality of the paper, letterhead design, the margins, spacing and more all have something to say about the organization. A weakness in any of these elements can detract from the effectiveness of the message, even though it is expertly written.

The following table provides the elements of the business letter format.

The Paper	There are different kinds of paper. I recommend using the 20lb for normal use and 32lb for important letters like resume cover letters and thank you letters.
Color	White is the standard and should usually be used. Light tints (grey, blue, green, etc) are also becoming popular. Do not use any strong colour unless you know it is acceptable to the reader.
Size	To me only the Letter or A4 are the only acceptable sizes. There are other sizes but I don't recommend it unless you are in the creative field.
Layout	In a business letter format, there are many layouts; the three most popular are the semi-blocked, blocked and full-blocked. Whatever layout you wish to use, it doesn't really matter. As for me, I prefer the full-blocked simply because it is easier to type on the computer.
Margins	Left and Right 1 Inch Top and Bottom 1 ½ Inch
Spacing	Most letters are single spaced. Use double space for short letters. Leave one blank line between paragraphs, 2 Blank lines before the complementary close (i.e. Sincerely) and 3 to 4 lines for the signature.
Salutation	Always use the name of the individual if you know it. Dear Amy: (personal friend or close business associate) Dear Mrs. Rider: Dear Miss Spears: Dear Ms. Tyler: (use Ms. If you don't know the marital status or the preference) Dear Mr. Farnham: Dear Dr. Doom: Dear Sir Elton John: If you don't know the name of the individual, address it to the individual's title in the company and then use dear Sir or Madam: Here is an example: Head of Human Resource ABC Company 123 Sesame Street Dear Sir or Madam: But please only use this if you really cannot find out the name of the person. Most companies will tell you who the person is. All it takes is a

	<p>phone call.</p> <p>If you are addressing to an organization and not an individual, then use the following:</p> <p>Ladies and Gentlemen:</p> <p>And if you want to highlight the letter to an individual(s) in the organization, use the attention line as follows:</p> <p>Attention: Miss J. Fonda, CEO and Mr. M. Jackson, CFO</p> <p>Ladies and Gentlemen:</p> <p>If you are addressing officials, it requires a more formal format. See Addressing Business Letters for Officials for more information.</p>
Complimentary close	<p>For a normal business letter format, I prefer to use Regards, Sincerely, and Sincerely yours. Other acceptable formal business letter close includes Cordially, Cordially yours, Very sincerely yours, Very cordially yours, Yours very truly, Very truly yours and if the person is of high stature, Respectfully yours.</p>
Subject Line	<p>Sometimes to speed up the handling of your mail, it may be wise to use a subject line.</p> <p>Dear Mr. M. Jackson:</p> <p>Subject: Order No. 456-9A6</p>
Signature	<p>Do use a title (Mr., Miss, Ms) to indicate your preference and you gender and give you First and Last Name.</p> <p>Example:</p> <p>Sincerely,</p> <p><i>Tony Braxton</i></p> <p>Ms. Tony Braxton</p>

Addressing Business Letters for Officials

Take the time to use the correct form when addressing letters to government, military, and religious leaders. Such consideration will help your letter to get the attention you deserve.

The correct form when addressing business letters are listed below:

POSITION
INSIDE ADDRESS
SALUTATION

Lieutenant Governor	POSITION
The Honorable (name)	INSIDE ADDRESS
Lieutenant Governor of (state)	INSIDE ADDRESS (Line 2)
Dear Mr./Ms. (name):	SALUTATION

Addressing Business Letters for Armed Services

Military, Naval Officers

(Full rank) (name), USA (for Army),
USN (for Navy), USCG (for Coast Guard),
USAF (for Air Force), USMC (for Marine Corps)
Dear (full rank) (name):

Addressing Business Letters for Clergy

Abbot

The Right Reverend (name)
Abbot of (name of abbey) Abbey
Dear Father Abbot:

Archbishop or Bishop

Eastern Orthodox or Roman Catholic
The Most Reverend (name)
Archbishop or Bishop of (name of city)
Dear (Archbishop or Bishop) (name):

Archdeacon, Episcopal

The Venerable (name)
Archdeacon of (name of city)
Dear Archdeacon (name):

Bishop, Episcopal

The Right Reverend (name)
Bishop of (name of city)
Dear Bishop (name):

Bishop, Other Protestant

The Reverend (name) (denomination) Bishop
Dear Bishop (name):

Brotherhood, Roman Catholic

Brother (name of brother)
Dear Brother (first name):

Brotherhood, Superior of

The Very Reverend (name of superior)
Dear Father Superior:

Cardinal, Roman Catholic

His Eminence (first name) Cardinal (last name)
Archbishop of (name of city)
Dear Cardinal (name):

Clergyman/woman, Protestant

The Reverend (name) (name of church)
Dear Mr./Ms. (name):

Dean of a Cathedral, Episcopal

The Very Reverend (name)
Dean of (name of cathedral)
Dear Dean (name):

Monsignor, Roman Catholic

The Right Reverend Monsignor (name)
Dear Monsignor (name):

Patriarch, Greek Orthodox

His All Holiness Patriarch (first name)
Your All Holiness:

Patriarch, Russian Orthodox

His Holiness the Patriarch of (name of place)
Your Holiness:

Pope, Roman Catholic

His Holiness The Pope
Vatican City
Your Holiness:

Priest, Roman Catholic

The Reverend (name), S.J.
(name of church)
Dear Father (name):

Rabbi, Man or Woman

Rabbi (name)
Dear Rabbi (name):

Sisterhood, Roman Catholic

Sister (name)
Dear Sister (first name):

Sisterhood, Superior of

The Reverend Mother Superior (name of convent)
Dear Reverend Mother:

Addressing Business Letters for Diplomats**Ambassador, U.S.**

The Honorable (name)
American Ambassador to (name of country)
Dear Mr./Madam Ambassador:

Ambassador to the United States

His/Her Excellency
(name) Ambassador of (name of country)
Dear Mr./Madam Ambassador:

Charge d'Affaires, United States

The Honorable (name)
United States Charge d'Affaires
Dear. Mr./Ms. (name):

Consul, U.S.

(name), Esq.
United States Consul
Dear Mr./Ms. (name):

Minister, U.S.

The Honorable (name)
American Minister to (name of country)
Dear Mr./Madam Minister:

Foreign Minister to the United States

The Honorable (name)
Minister of (name of country)
Dear Mr./Madam Minister:

Secretary General of the United Nations

His/Her Excellency
(name) Secretary General of the United Nations
Dear Mr./Madam Secretary General:

U.N. Representative, foreign

His/Her Excellency (name)
Representative of (name of country) to the United Nations
Dear Mr./Madam (name):

U.N. Representative

The Honorable (name)
United States Representative to the United Nations
Dear Mr./Ms. (name):

Addressing Business Letters for Education**Dean, College or University**

Dean (name)
(name of college or university)
Dear Dean (name):

President, College or University

Mr. (name)
President (name of college or university)
Dear President (name):

President, College or University (with a Doctorate)

(Name) (Abbreviation for degree)
President (name of college or university)
Dear Dr. (name):

Professor, College or University

Professor (name)
(name of college or university)
Dear Professor (name):

Professor, College or University (with a Doctorate)

(name) (abbreviation for degree)
(name of college or university)
Dear Dr. (name):

Addressing Business Letters Government officials

Assemblyman/woman

The Honorable (name)

Dear Mr./Ms. (Name):

Associate Justice

U.S. Supreme Court

Mr./Madam Justice (name)

The Supreme Court of the United States

Dear Mr./Madam Justice:

Attorney General

The Honorable (name)

Attorney General of the United States

Dear Mr./Madam Attorney General:

Cabinet Officers

The Honorable (name)

Secretary of (department)

Dear Mr./Madam Secretary:

Chief Justice, U.S. Supreme Court

The Chief Justice of the United States

The Supreme Court of the United States

Dear Mr./Madam Chief Justice:

Federal Judge

The Honorable (name)

Judge of the United States

District Court for the (area) District of (state)

Dear Judge (name):

Lieutenant Governor

The Honorable (name)

Lieutenant Governor of (state)

Dear Mr./Ms. (name):

Mayor of city or town

The Honorable (name)

Mayor of (name of city or town)

Dear Mayor (name):

President

The President

The White House

Dear Mr. President:

President of Board of Commissioners

The Honorable (name)

President

Board of Commissioners of City or County of (name of city or county)

Dear Mr./Ms. (name):

State Governor

The Honorable (name)

Governor of (state)

Dear Governor (name):

State or local judge

The Honorable (name)

Judge of the Court of (name of state or town)

Dear Judge (name):

State Representative

The Honorable (name)

House of Representatives

Dear Mr./Ms. (name):

U.S. Representative

The Honorable (name)

House of Representatives

Dear Mr./Ms. (name):

U.S. Senator

The Honorable (name)

United States Senate

Dear Senator (name):

Vice President, U.S.

The Vice President of the United States

Dear Mr. Vice President:

Addressing Business Letters for Professions

Attorney Mr./Ms. (name of attorney), Attorney at Law

Dear Mr./Ms. (name):

Dentist(name), D.D.S.

Dear Dr. (name):

Physician(name), M.D.

Dear Dr. (name):

Veterinarian(name), D.V.M.

Dear Dr. (name):

Examples of Business Letters

The following are some examples of letters:

Business Letter written without any letterhead

This business letter sample was written to decline an offer of employment. It is written without any letterhead.

Tony Braxton
0123 Make Believe Street
Wonderland 90000

25th February 2002

Mr. Clark Kent
180 Dally Planet
Superman Drive
78555 NY.

Dear Mr. Kent,

I am most appreciative of your offer of employment. It is unfortunate that your offer arrived when it did, as I have just accepted another position. Should my situation change, I will be in prompt contact with you. However, I believe the firm in which I have chosen to associate with, holds great career promise.

Thank you for your time and consideration.

Very truly yours,

Tony Braxton

Miss Tony Braxton

Business Letter written on the company letterhead

This business letter was written to a vendor because the order for 300 t-shirts was refused. It is written on the company letterhead.



*Puppy Toys Inc.
666 Puppy Avenue,
Dog Heaven,
89444 Fire Hydrant.
www.puppytoys.pup*

1 800 888 9999

15th February 2002

Mr. Clark Kent,
ACME Printing Co.
180 Dally Planet Building,
Superman Drive,
78555 NY.

Dear Mr. Kent,

I am returning with this letter a recent shipment of 300 imprinted t-shirts (order # 234A5) along with a copy of our original purchase order.

As stated, the logo should be reproduced in our corporate logo in color. The logos on the t-shirts you sent are in black, which is unacceptable.

Please make the necessary corrections and send another shipment of 300 t-shirts (with the correct logo colors) by the 10th of March. We need them for a company event that starts on the 20th of March.

Thank you for your prompt attention on this matter.

Sincerely,

Tony Braxton

Miss Tony Braxton
Head of Purchasing

Example of business letter for Project Update

The following is an example business letter for Project Update. This example is for a status report is written by the project manager to update the client on the status of the project.

November 25, 2005

Dear Dr Evil:

Re: Doomsday Device Project – Monthly Status Report – October 2005

The overall project is progressing well and is on schedule for full commissioning in May, 2006.

Nuclear Warhead

We have successfully acquired a nuclear warhead from the CIA storage facility in Area 51. The security guard on duty was very helpful for a modest fee of one dozen cream puffs.

Laser guided missile

This project is now 95% complete. Final inspection is now underway. The NASA scientists were persuaded to continue the project once we feed one of them to the mutated two headed beavers. The missile should be operational by February 15th.

Powers

All fembots are currently distracting Mr. Powers and we do not expect him to have enough mojo left to stop us by February 31st.

As always, you are welcome to attend our semi-monthly project review meeting. It will be held in the Main Boardroom of the Evil Towers on Thursday, Dec 5th at 1:00 p.m.

Sincerely,

Alotta Fagina
Evil Project Manager

Although this page is about business letter format and this site is about writing business letters, I think it is prudent to talk about other types of written business correspondence. This will include the fax, memos and e-mails. Knowing when to use each type of correspondence is just as (if not more) important as the content itself. For example, you don't send a memo to congratulate someone.

The Fax

The facsimile machine has dramatically changed the pace of business communications in the past 10 years. Some say it is a blessing and some say it's a curse. Either way, knowing the proper use of this communication tool will help you improve your business image.

The fax cover page

Often, fax transmissions are received in a common area and then forwarded to the proper recipient. The fax cover page is used to route your communication to the correct person and to ensure all the pages are received.

Here is a sample of a fax cover page

To: [Click here and type name]	From: [Click here and type name]
Fax: [Click here and type fax number]	Pages: [Click here and type # of pages]
Phone: [Click here and type phone number]	Date: 11/7/2002
Re: [Click here and type subject of fax]	CC: [Click here and type name]

Urgent For Review Please Comment Please Reply Please Recycle

Follow these guidelines when using the fax

1. Use the fax only when the communication needs immediate attention
2. In addition to the cover page, format the message in either the memo or business letter format.
3. Do not send documents in which the appearance is important.
4. Avoid dark areas such as graphics. It slows down transmission time and the recipient printed fax may be moist from the heavy application of ink.
5. Use simple, legible type for your fax. Arial, Courier and Times New Roman all transmit clearly. Use at least an 11-point in size.
6. Avoid handwritten notes. They often don't transmit well.

The Memo

The memo is short for memorandum. It is used for short reminders, quick announcements or concise pieces of information. When using the memo format, don't communicate something of vital importance. Use the business letter format instead. Memo tends to be given less attention than a business letter written on the company letterhead. Memos should not be used for communications to people outside the company.

There is no rule for the format of the memo. Pick one and make it a standard for your company. The vital information in a memo are the date, the recipient, the sender and the subject matter.

The following is an example:

Date:

To:

From:

RE:

Example of Memo

The following example of business letter is in the memorandum format. The purpose of this example letter is to inform and enforce the company dress code.

TO: All Employees

FROM: The HR Director

DATE:

SUBJECT: Employee Dress Code

This is a reminder to all employees with regard to our dress code policies.

As our firm handles so many client appointments in our office area, it is important that we maintain a professional appearance. ACME Network considers the following to be appropriate work attire:

- For men: Three-piece suit or dress pants with tie and jacket. Dress pants with suspenders and tie are also acceptable. No short sleeve dress shirts please.
- For women: Business/formal dresses, skirt and jacket combinations, dress pants with either shirt and jacket or shirt and cardigan combinations. Appropriate jewellery (i.e. nothing overly large or for shock effect). No mini skirts please.

On Fridays, this dress code is relaxed due to the fact that we schedule no appointments at that time. However, we do ask that you refrain from wearing jeans with holes or rips in them, t-shirts with sayings or graphics on them, and shorts or mini skirts.

Thank you for your compliance with this dress code. Please contact Stephanie in Personnel if you have any further questions concerning what is appropriate.

The e-Mail

Since you are on the internet reading this site, I would assume that you know what e-mail is and you probably have one or more e-mail account. The e-mail has replaced many functions of the business letter. Here are some tips on writing effective e-mail.

1. **Format:** Do use the format provided by the software properly. Include the e-mail you are sending to on the proper column. To is for the individuals the letter is directed to, cc for those you want to have a copy and bcc to those you want to have a copy but don't want people to know they are in the list. And do fill in the subject line. Begin the e-mail with the salutation.
2. **Contents:** As with the business letter, keep it brief. All the business letter essentials apply to the e-mail as well.
3. **Links:** If you are referring to a web site, do provide a link.
4. **Don't use ALL CAPS:** In the real world, all caps mean that you are stressing a point. However when online, all caps means that you are YELLING! Bold the word or put asterisks around it to stress the word.
5. **Don't get too informal:** The tendency when it comes to e-mail is to write less formally, just remember, you are still writing a business letter only via e-mail.
6. **Don't use emoticons and acronyms:** There are two reasons for this, first, while many net-savvy users are familiar with it, there are still a lot of people who don't understand what the symbols mean. Secondly, you are still writing a business letter, emoticons and acronyms are just too informal. Imagine a letter that reads like this:
WTG Imagine my =:O when I heard your good news. IMHO you earned the promotion. ;-)

So there you have it, I have given you the elements of a correct Business Letter Format. Some of these elements are flexible, so always make your own judgment when selecting your Business Letter Format.

Business to Business Letters

Advertising Letters

Communicate clearly your needs to the advertising agency or public relations firm.

Have an idea of what you want to do in terms of budget, image, and frequency before talking with anyone.

Monitor the placement and broadcast of your advertising. If something is not as you requested let them know immediately.

Make sure all changes to your schedule of advertising insertions or broadcasts are communicated clearly and effectively.

The following are some examples of advertising letters:

Inquiry to Advertising Agency

Below is a letter to an advertising agency requesting information regarding the various media services offered by the agency.

Dear Mr. Ken Envoy:

Writing-Business-Letters.com is interested in developing an advertising campaign for our Business Letters 2000 Collection. Due to the nature of our software, we are interested in online advertising only.

At your earliest convenience, please send information regarding the various media services offered by your agency, a summary of the basic terms of agreement between client and agency, and a current rate schedule.

Sincerely,

Request for Magazine Rates

The following is an example of a letter requesting for the rates to advertise in the magazine.

Dear Dr. Evil:

We have experienced a significant blackmail gains since our ad appeared in the July issue of your magazine, Successful World Domination.

We would like to establish a standing advertising relationship with Successful World Domination in the form of one full-page ad per monthly issue. Please notify us concerning conditions of a standing ad spot, including special rates, submission requirements, and the details of a long-term contract.

We are looking forward to working with you again.

Sincerely,

Review of Contract

The following letter is a letter asking the advertising agency to review the contract and effectiveness of the advertising mediums.

Dear Mr. Stewart:

SpellCasters has experienced substantial growth since we enlisted the services of Angel Advertising. Your agency has used several different media in promoting our spells, including radio and television spots, magazine ads, and direct mail campaigns.

To expand our R&D department, we are planning to trim the advertising budget. This would mean eliminating certain advertising media which we feel are less successful and concentrating on those which most directly affect profit margins.

Our marketing/advertising department is planning a meeting to review the effectiveness of different media and would appreciate your participation in the process. The meeting is tentatively scheduled for September 9 at 9:00 a.m. Please notify our department assistant, Margaret, at (012) 999-9999 concerning your availability.

Sincerely,

Business Proposals Cover Letter

Provide an overview of the business proposals, including specific recommendations and the total expense to the reader.

Provide a detailed cost analysis when possible or appropriate. This will allow the reader to evaluate each cost factor as a part of the total package.

To add authority and credence to your proposal provide the reader with supporting facts and figures. These can include examples, survey results, and case studies.

Below is an example:

Dear Mr Bruno:

I enjoyed speaking with you the other day. Enclosed please find a preliminary proposal for Debt Collection for Mafia Services.

I believe this includes all specifications, options and terms we discussed. If not, please let me know as soon as possible so we may revise the proposal to meet your needs.

If all is in order, let us know how and when you wish to proceed. As noted previously, we can arrange a lease with low monthly payments designed to stay within your operating budget. As always the system is available for purchase.

While I understand this is a major undertaking for Mafia Services, I would advise you time is of the essence. Several of our suppliers have announced price increases for the fall. Unfortunately, as their prices increase, so do ours.

The prices included with this proposal are valid for 90 days from the time of receipt. Please call me if you have any questions or require additional information.

Sincerely,

Enclosures

This is another business proposal letter sample.

Dear Mr. Frank:

How would you like to cut your printing costs by more than 40 percent per month? Give us a few minutes of your time and we'll show you how.

We'll review every facet of your current system and analyze its strengths and weaknesses. We'll look at a comparison of costs for other businesses of your size and provide a comprehensive report of short and long-term actions that will generate substantial savings for your company.

The enclosed proposal outlines the details of what we'll do and how successful we've been at doing this for other businesses. In fact, we guarantee you'll save no less than 10 percent per year savings as a result of our efforts.

I'll call after you've had a chance to review our proposal.

Sincerely,

Billing Problems

When dealing with a billing problem, acknowledge the error. If it is your fault, apologize and explain why you made the error and what you will do to correct it.

If the problem is the customer's fault, explain their error and offer solutions as to how they can correct it. State clearly what you expect of the customer.

Express that you value their business and wish to continue working with them, confident that the present billing problems will be taken care of.

Below is a sample letter correcting a seller's billing error.

Dear Mr. Lestat:

Our February invoice lists two deliveries, each for 150 gallons of blood, delivered to our Transylvania castle on the 10th and the 13th. However, we never received the blood on the 10th due to the snowstorm. The blood we received on the 13th was to make up for the missed delivery.

The storm created a lot of confusion for the entire county. I would appreciate if you could resolve this matter by sending us a corrected invoice. Enclosed is a payment covering the June 13th delivery.

Thank you for your time and attention.

Sincerely,
Count Dracula

Sales Letters

Sales letters play an important part in the sales process. Some of the functions include identifying new prospects, responding to inquiries, following up on sales calls, acknowledging an order, problem solving and getting repeat business.

All winning sales letters succeeds by following the AIDA formula. AIDA Stands for "Attention, Interest, Desire and Action."

Attention

First, the letter must get the reader's attention with a hard-hitting lead paragraph that goes straight to the point or offers an element of intrigue. A sales letter must capture the reader's attention immediately or it won't get read. There are two common approaches that work well.

1. Open with an intriguing question or statement that grabs the readers' attention and compels him or her to read on. Here are some examples:
The power to complete multiple projects on time and on budget. (For Project Management Software.)
I'm writing to you about your husband. (For insurance if the husband dies.)
2. 2. Opening with a list of 5 or 6 benefits. Place the biggest benefit first followed by other benefits in declining order of importance. Here's the template:
How would you like to...
 - o Biggest benefit
 - o 2nd biggest benefit
 - o 3rd biggest benefit
 - o and so on . . .

Interest

Next, you want to hook the reader's interest. This is usually a clear statement of the reader's problems, needs or wants. What's new? What's in it for the reader?

Remember, the reader isn't interested in you or your products. They are interested in what you can do for them. Here is an example:
For enterprises with sales of more than \$1 billion, a best-in-class IT Asset Management program could yield \$7 million savings annually, based on an IT budget of \$50 to \$60 million.

Desire

The letter should create a desire. The desire to eliminate or minimize the potential for future loss or the desire to gain something (prestige, more time, more profits, etc.). Provide a compelling reason to buy from you instead of your competition. This is called your "USP" or "Unique Selling Proposition". It's a unique advantage customers get only if they buy from you. One important USP is trust. Make your customer trust you. Provide, field tests or studies of your product, the time your company's been in business, the strength of your brand, your guarantee, testimonials from current customers and from those on your client list.

Action

Last but most important, your sales piece must have a call to action. You must ask your customer to do the action that you want, weather it is to buy or to click on a web site. Explain how and make it so easy for them to do so (as many payment methods as possible) that they will feel left out or disappointed if they don't. For Example:

Don't delay. Take advantage of this Special Price Offer. Call NOW to place your order or complete the coupon below and send your order by email, Fax or postal mail TODAY!

Here are two examples:

Sales Cover Letter Example

This sales cover letter example is used for the announcement of Catalogue Price Reductions.

Dear Miss Bonnie Tyler:

This is my favorite kind of letter. How many letters have I had to write over the years advising you of a price increase? Why, you ask, am I so happy? Read on!

This is to advise you that, for a limited period of time, we are reducing prices on certain items in our catalogue.

Take a moment to review the enclosed catalogue. I have circled in red ink the items that are temporarily reduced. What an opportunity!

Please take advantage of these prices. If you wish to order large quantities, or stagger shipments, give me a call and we will try to work out mutually acceptable terms and conditions.

In any event, get your order in, as these prices are only in effect until 30 November 200X.

I do enjoy writing this type of letter. Thank you in advance for your order.

Yours very truly,

Donation Letter Example

This donation letter example is used for the solicitation of donations to a school for the gifted.

Dear Ms. Daisy:

The Jim Carrie School for the Gifted has been presented with a rare and wonderful opportunity. An anonymous donor has offered us a 1-to-2 matching grant, based on our ability to raise donations.

You were such a strong supporter of the school in our time of crisis last year. We are turning to you now in hopes of enlisting your support. Basically, for every \$2 you give, the donor will donate \$1.

Thanks to your past support, we have brought the school out of the red. We have greatly broadened our donor base and are no longer dependent on a few benefactors. However, there is still much that remains to be done –the salaries of our teachers remain relatively low compared to the national average and our facilities are in need of major renovation and maintenance.

Help us make the most of this opportunity.

Sincerely,

Business Letter of Introduction

There are two parts to writing a business letter of introduction, Introducing a person or company and Introducing a product, equipment or service. The following explains how to write both types of business letter of introduction.

Introducing a person or company

Introduce the person or company and give the reason(s) for the introduction. If possible, express the reasons in terms of the reader's interest.

In the business letter of introduction, give background information from your personal experience about the person, service, product, or company.

Indicate any referral action you've taken, but avoid obligating the reader. Make it easy for the reader to make contact.

Express appreciation for any courtesy shown to the person being introduced.

Introducing a product, equipment or service

Introduce the product, equipment or service immediately.

Explain how the new product, service, or equipment differs from whatever is already available: Is it less expensive? Easier to use? More accurate? Safer? State exactly what its significance is.

Mention any exceptions to primary use or application. Who is ineligible to use this service, product, form, equipment? What are its limitations?

Make the item or service easy to investigate. Most readers approach anything new with a wait-and-see-what-everybody-else-thinks hesitancy. Consider offering a sample; an attached illustration; a "case study" explanation; a demonstration; a class; or readily available assistance by phone, visit, or display.

In memos, use the term "new" or its equivalent in the subject line to call immediate attention.

Business letter of introduction example

The following example is an example of a business letter of introduction.

Dear Miss Pretext,

I want to introduce you to Excuses Inc.. I have been doing business with them for quite some time. We have joint ventures concerning the fabrication of lies and excuses -all ventures that you, too, might be interested in pursuing.

Excuses Inc. is opening an office in your area. Mr. Deception, who is to be in charge of that location, is a good friend of ours, very personable, and extremely knowledgeable about our industry.

To give you a better idea of Excuses Inc.'s activities, I'm enclosing a recently prepared brochure.

When Mr. Deception contacts you, I'll appreciate any cooperation you can give him. I do think you'll find several common business interests to pursue.

Sincerely,

Job Related Letters

Resume Cover Letter

This is a letter accompanying your resume in job application. It is a very influential tool to get an interview. Since the average advertised job opening usually gets around 200 applications or more, the hiring personnel will usually shortlist the applications. The applications without any letter are the first ones to go. The logic is that if you are too lazy to write one, you'll be too lazy to work.

The next to go are the poorly written letters. The logic is the same, if you are too lazy to write a good one, you'll be too lazy to do a good job too. If they are happy with it, then they will look at your resume. After that the shortlist is completed.

One way to better your chances of getting a job is to tap into the hidden market. What is The Hidden Job Market? The general consensus is that it is made up of jobs that are not advertised. Many articles and reports have been written about this hidden market, the statistics quoted range from 80 to 85%. So, if 80-85% of jobs are not advertised, how do employers fill them?

Well, most of these jobs are advertised via word of mouth. If a position is open, then the employer will ask around if anyone knows someone who can fill the position. If the employer gets enough recommendations (usually around 3 to 10), they will start the interview process. If the employer does not get enough recommendations, they will turn to the recruiters. If you have done your networking well, you will be told of such an opening.

Now, here is another **important advice**, when you do get recommended to fill a position via your network of friends and recruiters, do include your letter. Most people do not include a letter in this situation. If you do, you immediately set yourself apart from the others.

How to write a cover letter?

Follow these rules.

1. Always write to a specific person, not "to whom it may concern", or "Dear Sir/Madam". To find out, call the HR department and find out whom the HR manager is, or the name of the manager in charge of the department you want to work under. Use your network; do you know someone who is in the company or industry? Can they help you?
2. Always make sure you are 100% correct in spelling, grammar and facts. Use the spell and grammar checker from your word processor. If you are not very good or need more help, get someone to edit the letter.
3. Research the target organization and include information or facts relating to your would be job or industry.
4. Analyze the job. Check for the noted and assumed needs and determine the most important skills the employer is looking for.
5. Address how you will meet the employers' needs.
6. Use a strong opening sentence. Do not use the standard openings like "I wish to apply for the position of ... advertised in ...". For example, if the job is for a sales manager, write something like "A proven track record in developing new business and increasing sales..." Design your opening to get the person to really read what you can do. Address the employers' needs identified earlier.
7. In the body of the letter, show them that you can meet the needs of the employer. Use the job advertisement and your network; do you know someone who is in the company or industry? Can they help you find out what are the important skills required for that job?
8. Make your letter visually appealing and coordinated with your resume. Do not overdo the style elements. One type font is never wrong (unless you are in the arts.)
9. Be concise. This is not your autobiography. Keep it to one page.
10. Conclude the cover letter with "the contributions I'll bring to your company ..."
11. Make sure you include a P.S. in the letter. This is a little sales letter trick that works very well. In a sales letter it is often used as a call to action. Use it here as well. Say something like "I would love the opportunity to meet in person for an interview. I can be reached at ...".
12. Use high quality paper.

Here are some examples of cover letter for you to understand the process.

Manager Cover Letter Sample

This is a sample manager cover letter for an IT Project Manager. The applicant John Smith has 7 years of experience in the IT industry with 4 years as a team leader.

The achievement he was most proud of was being the team leader for a large ERP Project. In the project, he managed 15 programmers and finished his part of the project ahead of time and under budget. All in all, he has been the team leader for 18 projects, all of which were either on or ahead of time and under budget. First, let's analyze the job and decide on the first sentence. We decided that the involvement in such projects was what the employer was looking for. We open with:

A proven track record in delivering projects ahead of time and under budget.

Next, we look at what skills the employers' needs in the job. We identified that they are looking for 3 key skills. They are, delivering the project on time and on budget, managing teams of programmers, and someone with ERP experience.

We will highlight these:

- Delivered 18 projects on time and on budget
- Managed teams of programmers ranging from 2 to 15.
- Implemented the BigBrandName ERP system.

Dear Jane Fonda,

A proven track record in delivering projects ahead of time and under budget is the background I'll bring to your Project Manager position.

Highlights of my background include:

- Delivered 18 projects on time and on budget
- Managed teams of programmers ranging from 2 to 15.
- Implemented the BigBrandName ERP system.

I would like to discuss in greater detail the contributions I would make in ACME computing. I can be reached at 5555 6666 or johnsmith@hotmail.com.

Your time and consideration is most appreciated.

Sincerely,

Example Cover Letter for the Administrative Assistant

This is an example cover letter for an administrative assistant. The applicant Cynthia Said has 12 years of experience as an administrative assistant. She is applying to be the administrative assistant to the CEO of a large multinational company based in Germany. In addition to English, she speaks French and German. The company advertisement is as follows:

An established multinational service company is looking for suitable candidates for Administrative Assistant to the CEO. The person must be able to speak German and have over 8 years of experience as an administrative assistant, a minimum of two years to an executive level manager.

First, let's analyze the job and decide on the first sentence. We decided that the experience and skills gained working with a high level executive was what the employer was looking for. (All other applicants will have the ability to speak German) We open with:

In the last 12 years as an administrative assistant, 5 of which serving the CFO of a large company, I have developed the skills that ensure the highest level of competence, time management and confidentiality.

Next, we look at what skills the employers' needs in the job. We identified that they are looking for 4 key skills. They are, the ability to speak German, computer and office skills, meeting and event planning, and time management skills.

We will highlight these:

- Fluent in German and French.
- Proficient in computer and office skills.
- Extensive meeting and event planning experience.
- Exceptional time management skills.

To prove the point that she is fluent in German, this letter will be written both in English and German.

Dear Ms. Hilman:

In the last 12 years as an administrative assistant, 5 of which serving the CFO of a large company, I have developed the skills that ensure the highest level of competence, time management and confidentiality.

Allow me to highlight my strengths:

- Fluent in German and French.
- Proficient in computer and office skills.
- Extensive meeting and event planning experience.
- Exceptional time management skills.

Most importantly, I quickly learn your preferences, your goals and objectives, and I'll do my very best to aid you in the leadership of the company. I would appreciate the opportunity to present in greater detail the contributions I would make as your Administrative Assistant. I can be reached at (999) 888-90000.

I thank you in advance for your consideration.

Sincerely,

Cover Letter Sample for a CFO position

The following cover letter sample is for a CFO position. The applicant has 15 years of experience in finance. She is applying to be the Chief Financial Officer of ACME Solutions.

Dear Bugs:

Proven experience in financial and strategic business planning, general accounting, accounting management, corporate finance and auditing, is the experience I'd bring to your CFO position at ACME Solutions.

Highlights of my experience include:

- Significant experience in **financial and strategic business planning, general accounting** and **auditing**.
- Key member of **management team** responsible for **start-up** of two operations in Honduras and Guatemala for AT&T (1997-1998). Achieved profitability within 18 months.
- Achieved \$2 million profit as **financial lead** in negotiations and sale of Guatemala joint venture (1997).
- Financial lead in **systems implementations** – JDEdwards (2002) and Oracle Financial Systems (1994), each resulting in greater than 50% shortening of month-end closing cycle.
- Cited by supervisor as “a team player with very good interpersonal skills. Always willing to take on new challenges outside of his areas of direct responsibility.”

I would like to discuss in greater detail the valuable contributions I could bring to the ACME Solutions team. Please contact me at (123) 456-7890 to arrange a meeting.

Sincerely,

Although it is out of the context of my web site, a discussion about cover resume letter will not be complete without talking about the job search process and resumes. So below are the Tips on Job Search and Tips on Resumes.

Tips on Job Search

Do not rush into the job search straight away. Searching for a job is also a full time job. As such, you need to develop a daily routine or schedule for doing it. Set aside a place in your house. This will be your 'office' where you work on getting the job you want.

Take some time to decide what you would like to do. Then, prepare a good resume and cover letter and be ready to customize them.

Do consider a "disposable job" if you run out of money. A disposable job is easier to get and easier to quit. Apart from the money, you may find other benefits in taking up a disposable job. It is less emotionally stressful (though it may be physically trying). It provides you the opportunity to expand you network. It reinforces your character by proving you can rely on yourself and are not too proud to take on a lower paying job. Who knows, it may even open up a whole new world to you. There is no shame in doing something humbler than what you were doing before. Work is work and you are earning an honest living. In fact, people are going to respect you more.

Do not allow the past to dictate your job plans - once a secretary, always a secretary. Most old job skills and abilities are transferable to new and different jobs.

Tips on Resumes

- Remember the purpose of the resume (and the cover letter as well) is to get you an Interview, not a job.
- Keep it short - two pages at most.
- Customize every resume (and cover letter) to the position and company.
- Make it simple, clear and to the point.
- Make reading it easy. Keep it neat and well spaced out.
- Use plain white good quality paper.
- No computer graphics (unless it's your field.).
- No fancy typeface.
- No folding.
- Use active words.
- Decide on a chronological, functional or combination resume (a chronological resume is preferred in most cases).
- Place the most important information up front.
- Match qualifications and experience to the requirements (find out from the advertisement or your network).
- Do not merely state duties and responsibilities. Stress accomplishments - be specific and quantify where possible.
- Give a summary at the beginning of the resume.
- Leave your personal life out of it; though if there is space, insert extra-curricular activities.
- Make it e-mail, fax and scanning-friendly.
- Get it edited (by a friend or a professional).

[Letter of Recommendation](#)

[Advice for the person writing the letter](#)

A Letter of Recommendation is also known as a Reference Letter or a Character Reference Letter. These terms are used interchangeably.

Almost everyone at some point in time will be asked to write a Reference Letter. Whether it's for an employee, a friend, or someone you've worked with, it is important to be prepared to write an effective Reference Letter.

If you are happy to write one for the person, then you should do the following:

1. Ask the person for a copy of their resume and a list of accomplishments. This is extremely helpful if you are not sure of what to say. If you know the person well, this will help you write a better letter.
2. Start the letter by describing how long you've known the person and in what capacity. Include dates of employment and details on how you've worked with (or known) the person.
3. Then describe the person's skills and performance and what makes them a good employee. Also include two or three outstanding attributes.
4. End the Letter of Recommendation by summarizing why you are recommending this person for employment. You may also want to provide a phone number or email address so employers can follow up if they have questions or want more information.

It is also very important to say "no" if you are not comfortable recommending the person. It is not in the person's best interest for you to write a bland endorsement. Employers will usually be able to read what you are not saying. Just tell the person you don't know him/her well enough to write a good letter. That way you don't hurt the person's feelings.

Here is a [Sample letter of recommendation](#) , a [Sample Reference Letter](#) and a [Character reference letter](#) .

Sample letter of recommendation

This is a sample letter of recommendation written by a manager on John Smith who worked under him.

To Whom It May Concern:

John Smith worked under my supervision as an Audit Assistant from February 1997, until April 1998. His responsibilities included vouching of documents, checking casting, preparing schedules for audit and tax submission, extraction of trial balance, in addition to some clerical duties. During the course of his employment, John proved himself to be an able employee and a hard worker.

I was quite impressed by Johns' ability to complete all work assigned to him on time, if not before it was due. His work was always thorough and comprehensive. We sometimes allow our assistants to do some trial balancing, but Johns' talents prompted us to assign him more pieces than the norm. His understanding of accounting principles are very good for someone this new to the line.

Overall, John is a very conscientious and able employee. I certainly believe he has what it takes to make a good auditor someday, and I am sad to see him leave. I strongly recommend John for any audit position.

Sincerely,

Sample Reference Letter

This sample reference letter is directed to an individual.

Dear Quentin Tarantino:

Uma Thurman has been with our firm for several years. She has been one of our outstanding employees in the production department. She has worked in many projects under my management and I found her to be a very capable production manager and she really puts her heart and soul in her work. For family reasons, she is moving to your area and we are truly sorry to lose her. She has all of the fine qualities you would expect from a good employee. Honestly, I feel that any firm that hires her will be quite fortunate.

I believe that it could be mutually beneficial if the two of you could meet once she arrives in Wonderland. She is mature and, of course, realizes that there may not be any openings at this time.

Shall I suggest that she make an appointment with you? I will be looking forward to your reply.

Very truly yours,

Sample character reference letter

This is a Sample character reference letter written by a lecturer for a student with no job experience. This is good for a fresh graduate.

To Whom It May Concern:

I am very pleased to be asked to write a reference for Miss Jane Smith who was a student in the Bachelor of Commerce degree course at the University of Someplace since 1999. I have had Jane as a student in two units of accounting and her abilities and attention to her studies has earned her very good results. Jane has been majoring in accounting and her results have been very good, a reflection of her abilities and hard work.

In addition to these academic qualities, Jane has displayed great enthusiasm and initiative; she has excellent communication skills and has a very friendly and outgoing personality. I am sure that she will be a dedicated and highly talented asset to the organization who secures her services after the completion of her studies at the University.

Yours faithfully,

Advice for the person requesting the letter

When asking for a Letter of Recommendation, be sure to ask someone who knows you well enough. Some people you can ask are your relatives, lecturers (if you are fresh to the workforce), your supervisor, manager or your colleagues.

To help them write the Letter of Recommendation, give each a copy of your resume and describe the positions that you are investigating. The more they understand your objective and qualifications, the better the reference they will be able to give you.

Ensure that the letter of recommendation is sent directly to you. It is in your best interests to be able to screen for a less than glowing recommendation. When you send out your resume, include a copy of each Letter of Recommendation and carry them with you on job interviews.

Send a [thank you letter](#) to each of your references when you have completed your job search. It is wise to keep in close contact with your references for two reasons:

- References can be a great networking tool to track down job leads.
- You may need their help again down the road.

Be prompt with your thank you letters.

Writing a Resignation Letter

So you want to resign, to do it right, you should draft up a resignation letter to your direct boss and have a meeting with him/her to give them the letter. Keep your letter simple, brief, positive and straightforward.

State that you are giving the required notice period based on your contract. For example, "As required by my contract of employment, I hereby give you 2 weeks' notice of my intention to leave my position as ...".

Normally, you are required to serve your notice period. However, there are times when you would want to leave earlier. In that case, make sure there is no penalty clause on your contract. If there is, are you willing to pay the penalty? If you are willing to pay the penalty, then state so in your letter.

If there is no penalty, all you have to do is ask for a shorter notice period. A little tip: talk to your manager first about your intention to leave earlier and work with him/her on how you could transfer your responsibilities and knowledge to your replacement. This will improve your chances of getting the shorter notice period.

State in the letter that you have elected to accept another offer of employment and will be leaving your current job. Your particular circumstances will dictate whether you wish to state the name of your new company. Be sure to mention that your time with the company has been rewarding and fruitful. You might make a comment about how proud you are to have worked with the firm and how enjoyable the years you spent with the firm were.

Do not give specific reasons for leaving. State that you have decided to move because of a career opportunity that is too good to pass up.

This letter will be kept on file in the human resources department. At some time in the future, this may be the only record of your resignation. Therefore, keep it positive and to the point.

Remember, the company and its employees could potentially play a role in your career or job search in the future. It is a very small world. Never burn bridges

Here is a [Sample Resignation Letter](#)

Sample Resignation Letter

This is a sample resignation letter that is short simple and to the point.

Dear Mr. John Smith,

As required by my contract of employment, I hereby give you 2 Months' notice of my intention to leave my position as Financial Analyst with ACME Finance Inc.

I have decided that it is time to move on and I have accepted a position elsewhere. I would like to take this opportunity to thank you for the experience I have gained and the support given. I wish you and the company well in all business ventures.

Yours sincerely,

Letter of Termination

At some point in your career, you will have to write a letter of termination. Before you write it, talk to the employee. As a manager, you should be able to work out any problems the employee might have. If the problems cannot be worked out, then there is one final step before you write the letter. If the situation is not too serious, tell the employee verbally that he will be given a letter of termination. Ask the employee to resign first so that there is no record of being terminated for the employee.

If the employee does not want to resign, then you are forced to write a letter of termination. Begin by summarizing the employee's history with the organization and state the reason for dismissal. Be truthful, objective, and clear in stating any reasons for dismissal. False or ambiguous statements, even if meant to protect the employee's ego, may be used against you if your decision is later challenged. If you do not include all the reasons for termination in a letter to the employee, do include a full explanation in your files.

Assure the employee your company will release only job titles, salary, and date of employment to prospective employers if it is your company's policy to withhold other details about performance and reasons for termination.

Avoid a hostile tone; instead show concern for the employee's future well-being.

Letter of Termination Example

Here is an example:

Dear Mr. Bloodworth:

You have received three disciplinary notices within the past six months in conjunction with our conversations about your behavior. Unfortunately, we see no change in your performance. In the last year you have been late 33 times, absent without excuse on seven occasions, and late on all but one project deadline.

We rely on employees who are punctual and conscientious about attendance and deadlines. Our clients will look elsewhere if we cannot offer them dependable service. You have demonstrated an unacceptable pattern of behavior. Thus, we can no longer continue your employment at ACME Inc.

This decision is effective immediately. You will be paid two weeks salary.

Our policy is to give only title of position and dates of employment to companies seeking references. You can be assured the details of this situation will remain strictly a company matter.

We wish you the best in your future.

Sincerely,

Relationship Letters

Letter of Appreciation

There are many ways to state your appreciation to your staff. Writing a letter of appreciation is a simple way to recognize an employee for a job well done or you can go all the way and express your gratitude by presenting an award or bonus to the employee.

The following guidelines will help you come up with an effective letter of appreciation:

- Write a note or letter of appreciation as soon as possible.
- Mention the "why" in specific detail. The reader likes to know you learned of each specific effort and accomplishment on your behalf.
- Express any positive feedback, results, or comments you received from others about the individual's or group's work during your absence.
- Be warm, informal, and sincere.

If you are giving an award or bonus:

- State what the award or bonus is.
- Elaborate specifically on what the person has done to earn the award or praise.
- Express what the award or bonus means in symbolic terms.

This is a Sample letter of appreciation

Sample Letter of Appreciation

The following is a sample letter of Appreciation upon presentation of award. Just to recap, the guidelines for an effective letter of appreciation are:

- Write a note or letter of appreciation as soon as possible.
- Mention the “why” in specific detail. The reader likes to know you learned of each specific effort and accomplishment on your behalf.
- Express any positive feedback, results, or comments you received from others about the individual’s or group’s work during your absence.
- Be warm, informal, and sincere.

If you are giving an award or bonus:

- State what the award or bonus is.
- Elaborate specifically on what the person has done to earn the award or praise.
- Express what the award or bonus means in symbolic terms.

Dear Sara:

Congratulations employee of the month! The plaque and bonus are tokens of our appreciation for your exemplary work.

I also want to extend my personal congratulations. Your hard work and positive attitude in the midst of this month’s hiring crunch kept us all going. Volunteering to pitch in on Saturday to help us catch up is just one example of your willingness to go the extra mile.

You are a credit to our company.

Yours Truly,

[Thank You Letter](#)

There are three important Thank You letters we will discuss here:

- 1: [Follow-Up from an Interview](#)
- 2: [Thanking someone for a business favor](#)
- 3: [Thanking a customer\(s\)](#)

[Follow-Up from an Interview](#)

The follow-up thank-you letter is one of the important keys in your job search. Within 24 hours of an interview, write a short letter thanking the interviewer(s). The letter should be typewritten and no longer than one page.

The thank you letter will provide the extra edge that gets you a second interview or the job itself by ensuring that you stay in the hiring manager's mind. It will also provide you with the opportunity to add any additional information that was not covered during the interview.

Do not send a form letter! Follow the guidelines I have given you on **[how to write a Business Letter](#)**.

Follow this basic outline to write a good thank you letter:

1. If there is more than one interviewer, write to each of them personally.
2. Thank the person for the opportunity to interview.
3. Express your continued enthusiasm about the position and the company.
4. Recap your qualifications and abilities, being careful to relate them to the requirements of the job and the company. Keep this portion under two sentences.
5. Conclude by stating when you will contact the interviewer for a follow up meeting or a decision on the status of your candidacy. The standard "I look forward to hearing from you" close is limp and does nothing to show the employer that you are really interested. Instead, end your letter by taking action! Specify what you will do and when you will do it. (i.e. I will call on March 5th ...)
6. Always make sure you are 100% correct in spelling, grammar and facts. Use the spell and grammar checker from your word processor. If you are not very good or need more help, get someone to edit the letter.

It's good to know that you have had an interview; I hope it all turns out well.

The following are some examples of Thank you letters

[thank you letter interview](#)

[sample interview thank you letter](#)

Interview Thank You Letter

The following thank you letter was written right after the interview.

Dear Miss Collins,

Again I want to thank you for the time you spent with me today discussing the System Analyst position. As we discussed, I understand that you will be looking for cheaper HR software alternatives. I have three contacts that may be of interest to you. They are:

1. ACME Systems (Contact information)
2. HRIS Systems (Contact information)
3. Human Systems (Contact information)

As you pointed out, one of your requirements was that they must have manufacturing experiences. I believe all 3 have large manufacturing clients.

You were very generous with your time and insights into ACME Digital and for that I thank you.

As pointed out in the interview, you are looking to fill the position ASAP; I will call you on November 15th to follow up. If you have any additional questions, please reach me at my mobile at (088) 888 1234.

Thank you.

Sincerely,

Thank You Letter Sample

This is a sample interview thank you letter that was written one day after the interview.

Dear Ms. Liddell,

Thanks for taking the time to meet with me yesterday to discuss sales opportunities with ACME.Com. I'm excited about the possibility of your company starting up a sales office in Wonderland and I look forward to being your first sales person from Wonderland.

Enclosed is the information on the sales training program we discussed. The Queen of Hearts training department sends most of the sales force through this program. I found the techniques well worth learning. Overall, we saw a lift in our closing rates.

Sincerely,

Thanking someone for a business favor

When a friend does you a business favor, the least you could do is write a thank you letter. You should use a good quality paper when writing to thank someone for a business favor. I recommend the Southworth Company Bond Paper, 32 lb., 100% Cotton Fiber. This premium paper is ideal for a thank you letter of this nature. The rich elegant finish is creamy smooth with the substance, texture and strength of a pure cotton sheet. It provides superb print quality in both ink jet and laser printers. Depending on the nature of the favor, you may wish to consider buying the person a gift.

If they could take the time to give you advice, leads or information, you should take the time to let them know how you appreciate it and how it turned out. Do this and the favors will continue to come. Don't and they may think twice about doing you another favor. Based on the level of contact and the assistance given, respond in kind.

Here are some examples:

[Thanking a customer for a referral](#)

[Sample business thank you letter](#)

Thank You Letter to a Customer for a referral

This is a thank you letter sample that was written to thank a customer for a referral.

Dear Adam Smith,

Yesterday I received a large order from ABC and was told by the Purchasing Manager, Jane Fonda, that you were responsible for the referral.

I was very pleased to have the new business, Adam, but even more pleased that you thought well enough of me to recommend my company to Jane. That's the best compliment I can imagine, and to show my appreciation, here is a basket of fruits for you and your employees.

Thank you!

Sincerely,

Sample business thank you letter

The following sample business thank you letter was written to a customer thanking him for the testimonial he has given.

Dear Mr. Bertrand,

Thank you for allowing us to use your kind letter of appreciation in our advertising. As a company that prides itself on customer satisfaction, we prefer words of praise from customers to words of praise from copywriters.

I hope we are able to repay your favor by providing you with the best products and the best service for sometime to come. Thank you again for the kind words and for giving us the chance to live up to them again in the future.

Sincerely,

Thanking a customer(s)

One funny thing about many businesses is that they spend so much money to get new customers and forget about their loyal customers. It's good to say thank you to your customers and it's cheaper to keep a customer than to acquire a new one. With that, this is a [thank you letter sample](#), a [sample business thank you](#) letter, and another [Business Thank you Letters](#) for you.

Thank You Letter Sample

This is a thank you letter sample that was written to thank the customer during the holiday season.

Dear Mr. Armani:

As the Christmas season approaches, there is always so much activity and personal business to attend to that it is easy to forget to thank our valued customers, like you, for their orders.

So, before I forget, thank you, and may this holiday season bring to you and your family all of the joy and happiness that you deserve.

Very truly yours,

Sample business thank you letter

This sample business thank you letter was written for a new customer.

Dear Dr. Lector:

Our main office has just processed your order for Fresh Body Parts, which you will be receiving via priority mail as requested.

We would like to take this time to thank you for taking a chance on a "new company ". We hope we have gained that trust with immediate, efficient service.

If there is any other service we can provide for you, please let us know.

Regards,

More Example of Business Thank You Letters

The following are more examples of business thank you letters.

To Acme:

Thank you for your order of our Super Heavy Anvils, which you should receive by the end of the week. We are pleased that you have decided to offer our line at your business, and look forward to working with you.

If I can help you in any way, don't hesitate to call.

Sincerely,

Dear Mr. Bunny:

Thank you for your order of 20,000 tons of TNT from our factory. We are pleased that you are so happy with our products.

We look forward to a productive alliance between our companies. Feel free to call us with any concerns, requests or questions.

Cordially,

Apology Letters

When writing apology letters, acknowledge the nature of the complaint and its impact upon the individual.

Briefly explain your perspective on the situation.

Express your understanding of the situation. Empathize with the individual's concerns.

Give some specific statements regarding the situation. This will show the reader that you really understand the matter at hand.

Detail the positive actions you have taken to resolve the situation at hand. If necessary provide a date or time of resolution.

Provide a brief, concise overview of the situation. Include any explanations or reasons that may provide a better understanding to the individual.

Assure the reader that you have taken the necessary steps to ensure there is no reoccurrence of the situation.

Apology Letter Sample 1

Dear Mr. Al Capone,

Our merchandise is easy enough to replace, but your time and faith in us isn't. We apologize for your recent experience with the shipment of Tommy guns and we'll do our best to satisfy you on all counts.

We've received a number of complaints from other businesses on this same model. After speaking with the manufacturer, we've isolated the problem. We're prepared to take the guns back and replace it with new units. We apologize for the inconvenience and hope that this solution is satisfactory.

My direct line is 666-6666.

Sincerely,

Apology Letter Sample 2

The following business letter sample was written to apologize for the behavior of one of the company's telemarketing staff. Here are a few tips on writing this letter:

- Acknowledge the nature of the complaint and its impact upon the individual.
- Briefly explain your perspective on the situation.
- Express your understanding of the situation. Empathize with the individual's concerns. A few specific statements regarding the situation will show the reader that you really understand the matter at hand.
- Detail the positive actions you have taken to resolve the situation at hand. If necessary provide a date or time of resolution.
- Provide a brief, concise overview of the situation. Include any explanations or reasons that may provide a better understanding to the individual.
- Assure the reader that you have taken the necessary steps to ensure there is no re-occurrence of the situation.

Here is the sample:

Dear Mr. Kermit,

Let me begin by expressing my thanks to you for bringing to my attention the actions of one of our sales representatives. We periodically monitor the calls of our telemarketers. This is to ensure the quality of our service and the courtesy extended to potential customers.

I must apologize for Miss Piggys' repeated callbacks to your home and her abusive language. In reviewing the recordings of Miss Piggys' station, I have verified the statements attributed to her in your letter dated May 15th. She is no longer employed by April Fools, Inc., and I can assure we have taken every possible step to make sure this does not happen again.

As our way of apologizing, I have authorized complimentary 12-month subscriptions in your name to our magazine We are all FOOLS. Additionally, should you wish to renew your subscription upon expiration you may do so at 50 percent off the current rate.

Again, I apologize for Miss Piggys' actions. If there is anything else I can do to rectify this situation, please let me know.

Sincerely,

Apology letter Sample 3

Here is another sample of a business apology letter.

Dear Mr. Jolt:

Please accept my apologies for the equipment failure which caused you to receive an electrical shock when you turn on your Personal Amour. You reported that even after following all of the installation instructions, you received another shock from the amour. We have attributed this problem to a fault in the wiring.

You will receive a new unit of Personal Amour free of charge. Thanks for choosing ACME Amour for your personal protection needs.

Sincerely,

Complaint letter about Poor Service, Defective or Inferior Products

In the complaint letter, summarize the problem briefly, specifically, and clearly. Include all information basic to the problem or resolution such as complete names, addresses, phone numbers, full description of the product or service, dates, places, amounts, methods of payment, previous correspondence, and file numbers. Include enough detail so a previously uninvolved reader can understand what has happened, but do avoid irrelevant detail that will only obscure the real issues.

State the facts of your complaint in an organized, easy-to-follow format. A bulleted list is an effective way to give specifics. In most situations, a once-upon-a-time format is not an appropriate arrangement of facts or issues.

Decide what specific action you want and firmly stick with it. Don't sound wishy-washy in what you will accept as restitution.

Be firm about any agreed-upon deadline with regard to any delayed response you have been promised.

Sound factual, not emotional.

In the complaint letter, assume a confident tone about a suitable resolution. Avoid aggressive or sarcastic statements. Assume the reader will give you a fair deal until he or she proves otherwise.

If follow-up letters become necessary to gain the reader's cooperation, become stronger in stating your next course of action while maintaining an objective tone.

Be sure to attach any necessary documentation for your claims such as invoices, receipts, canceled checks, order numbers, authorizations, and so forth.

Here is a [sample complaint letter](#)

Complain Letter Sample

Below is a complain letter about the quality of a training course.

Dear Sara:

One of my employees, Collin Powers, attended your June 6 class in St. Louis and was very disappointed with the quality of the course. Specifically, the content did not match the course outline in your advertisements. Although the agenda listed three topics having to do with conflict resolution, less than half an hour was spent addressing those issues. Additionally, the instructor's knowledge was inadequate to deal with the technical questions from the class.

I spoke to the instructor briefly at the end of the class, and he agreed the questions and customer situations brought up in class were beyond his experience.

In light of the expectations raised by your course announcement, I think we are entitled to a refund of our \$350 registration fee. A copy of that registration form is attached.

Should you need to discuss the class situation with me or Mr. Powers in more detail, you may reach us at 123-4567.

Sincerely,

Condolences to Business Associate upon Death of a Loved One

Express your regret over the death but avoid going into the details of the illness or tragedy, its consequences, or how you heard of the incident.

Honor the loved one by offering some specific praise. When you're unacquainted with the deceased, you may simply pass on complimentary remarks from others (even the recipient of the letter). Such comments help the reader to praise the loved one and to work through his own grief.

Offer any help you or the organization can provide, but be specific. General offers ("if there's anything I can do to help") sound insincere.

Mention any memorial you are making on behalf of the deceased such as flowers, a book, or monetary donations.

Handwrite your letter on personal stationery to add a warmer touch.

Here is a [Sample Condolences Letter](#).

Sample Condolences Letter

This Sample Condolences Letter was written after the death of an associate.

Dear Freeman:

The Atlanta office called this morning with news of your wife's tragic accident. I am so sorry.

During our recent time together at the Orlando convention, I recall your breaking away early from our dinner several evenings to phone her. You two must have been very close, and it should give you some comfort that you made such an effort to stay in touch with your family as often as possible even while traveling.

Please don't worry about the upcoming appointment we had scheduled for next month. Your schedule, I'm sure, will need to be re-worked, and I can get any necessary regional reports from other sources.

I'll pray God's comfort for you and the children in this time.

Sincerely,