

Classifications of Business Emails

Routine letters

Routine letters in the business sector are a part of essential communication practices among companies, clients and vendors. They are used for many tasks, for example: to inform, persuade, place an order, make claims, recommend someone or ask for information and further.

Format:

Opening: Begin with the main idea and tell immediately why you are writing (purpose)

Body: Present your details that explain the request or response.

Closing: Be specific about what you want and what action you want to be taken. Provide an end date or deadline if appropriate.

Sample:

Ms. O'Brien:

Would you please provide the following items for Dr. Noel Daniel's seminar on the use of databases in financial statement audits scheduled for March 25:

Computer projector

Projection screen

Whiteboard

Dr. Daniel will bring his own notebook computer with him when he arrives to present this seminar. He would like to arrive one hour prior to the start of the seminar to setup and check that all computer equipment is working properly.

As Dr. Daniel is not familiar with your firm's Chicago location, could you please send written directions to the office and include parking instructions as well.

Thanks,

Jessica Coleson

Graduate Assista



Goodwill messages

Not every business message consists of negative feedback, complaints or reprimands. Sometimes, goodwill messages are used in the workplace to show a sense of kindness and friendliness. Examples of goodwill messages are communications of appreciation, congratulations, farewell, apology, sympathy, welcoming, thanking or positive feedback.

Sample 1:



Dear Maggie,

On behalf of the rest of the management team, I want to tell you how much we appreciate the endless hours of service you dedicated to getting the Doe project completed on time.

We all admired your ingenuity in creating that outstanding package for the Doe Corporation. I was personally impressed with the way you kept your staff motivated and focused, even in the face of several obstacles.

Thank you for giving this company your best. May you enjoy this type of success in all your endeavors.

Sample 2:

Dear Sam,

Please accept my sincerest sympathy during this difficult time.

As soon as I heard about your father's passing, I went to the bookstore and bought the enclosed book to help you get through your grieving. When my mother passed away, it helped me cope with the shock and feelings of loss. I hope it can do the same for you.

May you take comfort in knowing that your family and friends care deeply for you.

Sample 3:

I am truly sorry and very embarrassed about not finishing the report by the deadline. I know you are eager to have the entire study completed by June 1, so I am working nights to have this to you by May 25. You can count on it being delivered by special mail on or before that date. I will do everything I can to make this project a success. I appreciate the opportunity to work on it, and I thank you for your patience.

Negative letters

A negative letter delivers news that the audience does not want to hear, read, or receive. Sometimes it's necessary to send bad news: turn down a request, refuse someone a job, criticize a performance, announce a change in policy that may not be to everyone's liking.

Sample 1:

Dear Mr. George Stephen,

Thank you for your order. We appreciate your interest in our product.

We are writing to let you know that this product has been unexpectedly popular, with over 10,000 requests on the day you placed your order.

This unexpected increase in demand has resulted in a temporary out-of-stock/backorder situation. We will fulfill your order, received at 11:59 p.m. on 09/09/2009, in the order it was received.

We anticipate that your product will ship next Monday. While you wait, we encourage you to consider using the enclosed \$5 off coupon toward the purchase of any product in our catalog. We appreciate your business and want you to know that our highest priority is your satisfaction.

Sample 2:

Dear Mayor Joan Bradley,

We appreciate your interest in using our company outdoor area for your election campaign. At General Mills, we believe in creating a relaxed and hospitable work environment for our workers.

We have over 350 employees and the outdoor area was specifically built for their enjoyment. This means our outdoor area is unavailable for outside use. We apologize for the inconvenience.

Good luck on your election and we hope the campaign goes well.

Sincerely,
Ace Jackson
General Mills Facilities Manager



Follow-up letters

A follow-up letter is an important form of communication in a range of situations. After a job interview, a business meeting, or even after making a good business contact at a trade show. It can be after submitting an application, after sending a resume, or after an oral discussion or agreement between two parties.

Sample 1:

Good morning Dr. Salem,

My name is Eateman Al-Qadasi, I am an instructor at Aden University, Faculty of Languages. We met today at the Academic Cultural Center. I just wanted to thank you again for sharing your experience at Sana'a University with me and for providing me with information about the Head Department position.

Hearing about your success in inserting new technologies in the classroom made me very excited to further explore opportunities with the team at Aden University. I really appreciated your time and advice.

I've also attached my resume for reference, and a few of the projects that I mentioned as well. Please let me know if there's anything else you need on my end. I look forward to talking again soon!

Best,

Eateman Al-Qadasi

Sample 2:

Hi Mansour,

Further to our telephone call this morning as discussed, please provide me with the following documents:

1. Bachelor degree certificate.
2. Medical check-up.
3. A copy of ID/ passport card.
4. Release letter.
5. Certificate of experience.

Thank you for your cooperation.

Best,

Effective Follow-up Email Openers:

We met last week at the [Name of Event or Location].

I was inspired after you spoke at the [Name of Event].

Our friend, [Mutual Friend's Name] suggested that I reach out.

Last time we spoke...

Following up on the email I sent a few weeks ago about [Topic].

Persuasive Emails

Persuasive emails present reasons and examples to influence action or thought. Effective persuasive writing requires a writer to state clearly an opinion and to supply reasons and specific examples that support the opinion.

Business letters should be persuasive to the readers or clients and customers. A persuasive business letter should have attractive introductory paragraph in which different strategies are used to get the readers' attention.

The answer of how to write a persuasive email is understanding human psyche and what we're all naturally drawn to and away from. If you can master the AIDA formula, then you can master persuading your prospects to buy from you and work with you.



Sample:

Garett,

Since the announcement in last week's meeting that we must identify ways to reduce the number of daily commuters, I've considered several possible options. I believe telecommuting could not only reduce my number of commutes but increase my productivity as well.

One component of my job is conducting research and compiling marketing reports; e.g., weekly product line sales and inventory reports, competitors' new catalog analyses, and suppliers' new product reports. Preparing these reports efficiently requires a

day of uninterrupted time. With my current work schedule and having sales representatives

randomly calling for marketing advice throughout each day, I am pressured to get these reports prepared in time for Friday's marketing managers' meeting.

Telecommuting on Wednesdays would allow me to concentrate on preparing these reports and coordinating product ordering and marketing strategies without distractions.

On Thursday morning, we could discuss the sales reports and marketing plans before Friday's meeting. This plan still allows sales representatives to contact me four days each week.

Can we discuss the benefits of my telecommuting during our Monday meeting? By then I should know how soon I could get the equipment and software needed to equip a home office to process information and to communicate with appropriate personnel effectively.

Thanks,

Email Writing

Emails are one of the most important business communication tools we have today. In the information age, email has become the dominant form of communication. Being able to write a professional email is now a critical skill both in college and the workplace.

10 tips for effective emails

1. **Think** before you write. Plan your message.
3. **Keep your message short and clear.**
4. If your message is long, give a **summary** at the start.
5. **You are accountable for what you write.** Always write your message as if your boss were going to read it.
6. **Do not send angry messages.**
7. **Don't type your message in capitals.** Capitals are considered to be SHOUTING and are rude.
8. To keep the thread and context of the message clear, it is recommended that replies include the history of previous messages.
9. **Respect other people's time.** E-mails should contain only one topic in the "SUBJECT" header line. The topic should be expressed as concisely as possible.
10. **Respect common grammar & spelling conventions.** Proofread your message before sending it.

Sample E-mail 1

Dear Stephen

I hope you are well. It was great to hear from you – thank you for your time.

Could we set up a meeting on this? Let me know when's best for you and we can arrange something. It'd be great to discuss this in person.

If you have any further questions on this, don't hesitate to ask.

I look forward to speaking to you again.

Kind regards,

David

Sample E-mail 2

From: "Dan Smith" <dan-smith@uiowa.edu>

To: Stephen Powers <stephen-powers@uiowa.edu>

Subject: Computer Problems

Date: Mon, 26 Jul 1999 08:59:32 -0500

Steve,

We are still having problems with the five new computers we have purchased from Bryan Hansen at the Hometown Computer Company. The problems we have been having include:

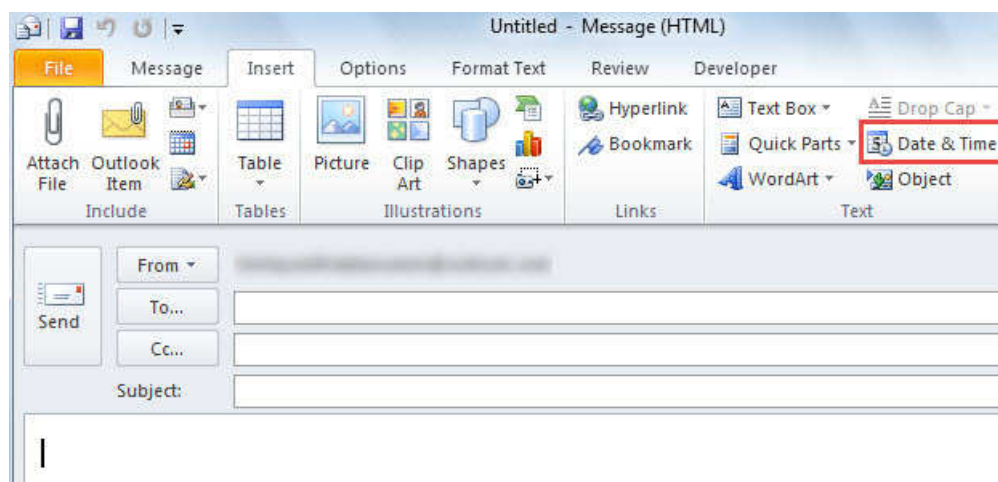
- Two notebook computers won't boot up. Hometown's technicians think it may be a problem with the motherboards, but they can't solve the problem.
- One monitor continues to make a high-pitched whining sound.
- Two desktop computers came infected with viruses.

I feel that we should check into sending these computers back and get new ones from another supplier. I don't feel confident with any equipment from this supplier.

Attached is our original purchase contract with Hometown Computer Company in Microsoft Word 97 format.

Thanks,

Dan



Email Format:

Here, we have steps and a sample of each to follow when writing an email, including salutation, introduction, body, conclusion and closing salutation and signature.

Salutation:

To Whom it May Concern (you do not know the recipient's name)

Dear Hiring Manager (When applying for a job)

Dear name, (formal)

Dear Mr., Mrs., Miss + name (very formal)

Hi name, (informal)

Hello name, (informal)

Good morning name, (formal)

Good afternoon name, (formal)

Good evening name, (formal)



Introduction:

In the first sentence you should introduce yourself if the recipient does not know you or might not remember you.

The first sentence, known as the opening sentence, can be a greeting if the situation allows it.

- I hope all is well with you.
- Thank you for your prompt response.

The first paragraph should include the reason for writing the email or letter and introduce the topic you will talk about in the message (short summary).

This is (name) writing to you. I'm not sure if you remember me.

Thanks a lot for your letter/email.

Thank you for your quick response.

I appreciate your quick response.

Thank you very much for answering my last letter/email so quickly.

I've just received your letter/email.

I'm writing to you because...

I'm sorry I haven't written in a while but I've been very busy.

Sorry for not writing/answering sooner.

It is great to hear from you,

Body Paragraphs:

Must be divided into short paragraphs. You should have a maximum of four paragraphs and each paragraph should contain a single point. It is also important to provide questions in order to prompt a response.

Conclusion

The last paragraph should conclude the message. At the end of your last paragraph you should provide a "thank you" or "call to action" depending on the subject of your email.

Thank you for your assistance with...

Thank you for your time and I look forward to hearing back from you.

Please feel free to call or email me if you have any questions.

I would appreciate it if this could be taken care of promptly.

I'm looking forward to hearing from you.

I hope to see you soon.

I've no more news at the moment.

I hope to hear back from you.

I am looking forward to meeting/speaking with you.

I hope to receive an answer back from you.

I would love to hear more from you.

Please get back to me as soon as possible/ once you can.

I must end my message now but will be looking forward to hearing from you.

And that would be it for the moment.

I appreciate your kind help

Thank you for your time.

Closing:

Regards, (formal)

Best, (formal)

Sincerely, (formal)

Thank you

Best regards/ Kind regards

Sincerely

The closing is then followed by your full name. It is also beneficial to add your job position (if applicable) and phone number under your name in the 4th paragraph.

Example:

Sincerely,

Julia Smith

Student Body President

Menlo College

(555) 555-5555



Signature

Name + last name.

Only name.

Initials.

PURPOSES FOR WRITING AN EMAIL

Saying Thank You

I'm just writing to thank you for...

Thank you very much for...

I am very grateful for...

Thank a lot for...

Responding to Questions

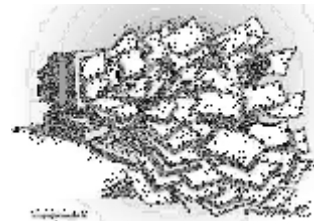
About what you said in the previous message
referring to....

Giving Advice

If I were you, I would...

Have you thought about ...

I think you should/shouldn't...



Giving Information

I just wanted to let you know that...

I also wanted to add...(for a second or third paragraph)

On the other hand...(for a second or third paragraph)

Giving Good News

I'm sure you'll be pleased to hear that...

You'll never guess what happened!

I'm really glad/ happy to hear about...

Giving Bad News

I'm sorry to tell you that...

Bad news, I'm afraid that...

Asking for Help or a Favour

I wonder if you could help me with...

I hope it's not too much to ask but...

I would appreciate if you could help me with...

I wonder if I could ask you to please...

I very much wish for you to...

Apologies

I'm writing to say sorry for...

I'm writing to apologize for...

I'm really sorry about...

I would like to apologize for...

I'm really sorry that...

Exercises:

Formal vs. Informal

State whether the sentence would be classified as either formal or informal. If informal, change it to formal.

Example:

Hi all! : informal; To Whom it May Concern: formal

1.) I am pleased to inform you that you have won our grand prize.

2.) I hope all is well with your new career choice.

3.) I shouldn't have gone and missed with it!!

4.) I can't help you with that cuz it's too hard.

5.) Hi, how are you?

Find and correct the errors in the following emails:

Hello Professor Smith,

I'm sorry to tell you but im sick and will not be able to come to class.

See ya Wednesday.

Jason

Dear Sally Blue,

I read online that you're selling business cards. I was wondering how much if i only wanted 500?

Is color and a logo extra? Can I see an example before all are shipped or will that cost extra? You seem to have a great business so I hope you can help.

Thanks,

Jess Higgins

Possible Answers

Dear Professor Smith,

I am sorry to inform you, but I will not be able to attend class today because I am ill. Would it be possible for you to let me know what I have missed? Thank you for your help and I will see you in class on Wednesday.

Sincerely,

Jason Jones

Dear Ms. Blue,

I was searching online for a company that makes business cards. I came across your website and am extremely impressed. However, I do have a few questions. If I were to order only 500 instead of the advertised 1000 business cards, how much would that cost?

Furthermore, I would like my business card to be colored and also include the logo of my company. Are those requests possible, and if so, how much extra will they be?

Due to my request for color and a logo I would like to preview the card before receiving all 500. Is that feasible?

I appreciate your assistance and look forward to hearing back from you.

Sincerely,

Jessica Higgins

Managing Partner of First Financial Assistance

(555) 555-5555

Key points to remember:

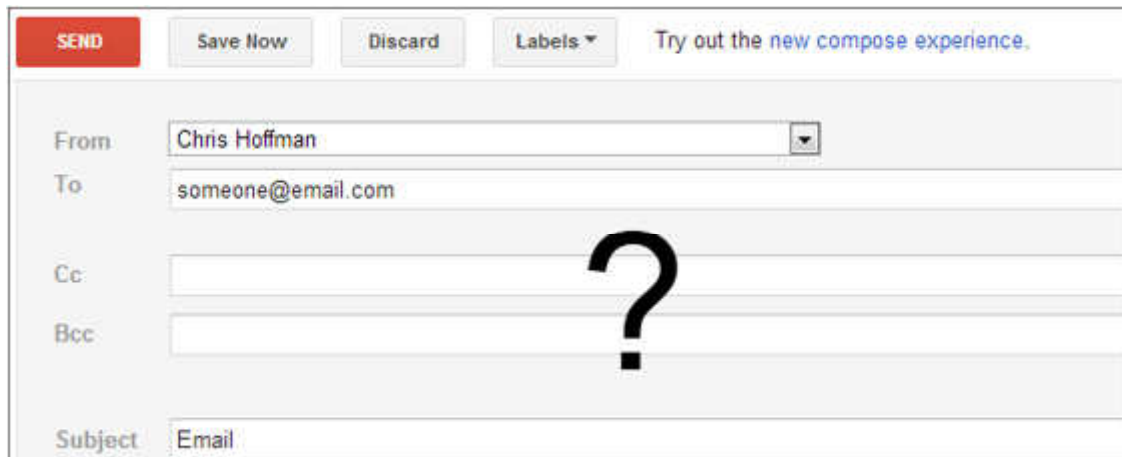
- Be concise. Remember that some people receive and read hundreds of emails every day. Try to keep to a maximum length of five paragraphs. If your message is very long (for example, notes about a report), consider sending it as an attachment.
- Don't use an inappropriate email address from which to send your email (such as 'hotlips@yahoo.co.uk'). If you do not have a business email address, set one up using your name or your company name.
- Make sure you title your email clearly in the subject box as this helps the reader to refer to your email at a later date. Try to keep titles short.
- Use bulleted lists and keep paragraphs short.
- Do not use block capitals. They give the impression you are shouting at your reader.
- Do not use 'emoticons' (combinations of letters which represent emotions) in formal emails. For example: :-) (happy) or :-((sad)
- Avoid over-familiar language, slang or abbreviations - such as LOL (laugh out loud) or BTW (by the way).
- If you are sending pictures or documents with your email, make sure that they are a reasonable file size (less than 5MB) as big files can cause problems for the person receiving them. Make sure you tell the reader that you have included an attachment.
- Always reply to an email as soon as possible to show the sender that you are dealing with the information.
- Try to avoid sending unnecessary replies (Thanks!) as they waste readers' time.

What is the difference between Cc and Bcc?

CC stands for carbon copy. When you CC people on an email, the CC list is visible to all other recipients. For example, if you CC (bob@example.com) and (jake@example.com) on an email, Bob and Jake will both know that the other received the email, as well.

BCC stands for blind carbon copy. Unlike with CC, no one but the sender can see the list of BCC recipients. For example, if you have (bob@example.com) and (jake@example.com) in the BCC list, neither Bob nor Jake will know that the other received the email.

Someone on the BCC list can see everything else, including the CC list and the contents of the email. However, the BCC list is secret—no one can see this list except the sender. If a person is on the BCC list, they'll see only their own email on the BCC list.



The image shows a screenshot of an email composition interface. At the top, there are buttons for 'SEND' (in red), 'Save Now', 'Discard', and 'Labels' with a dropdown arrow. To the right of these buttons is a link that says 'Try out the new compose experience.' Below the buttons, the 'From' field is filled with 'Chris Hoffman' and has a dropdown arrow. The 'To' field contains 'someone@email.com'. The 'Cc' and 'Bcc' fields are empty, and a large black question mark is overlaid on both of them. The 'Subject' field at the bottom contains the word 'Email'.

Report Writing

What is a report?

A report is a structured written document in which a specific issue is examined for the purpose of conveying information, in order to report findings and make recommendations or offer solutions.

Some questions you need to keep in mind when writing a report:

Who is the report written for?

Why has the report been written?

What are the topics covered?

What are the recommendations or outcomes?

Types of Reports

There are numerous types of reports that are widely used in business. These range from short informal or semi-formal reports to longer formal reports.

SHORT INFORMAL / SEMI-FORMAL REPORTS:

The short report is generally less than four pages or 1200 words in length. It has fewer parts than a longer report. It is usually written to address the audience inside the organization. Because the report is written in an informal or semi-formal style, first person and active voice are preferred (e.g. "I consider that ..." rather than "It is considered that ...").

Structure:

Title

Body

Findings

Discussion and conclusions

Recommendations

Title Page

Title of Report	
Details of Report Receiver	Details of Report Sender

Summary

Summary

Body of Report (i)

Introduction

Major Topic 1

Body of Report (ii)

Major Topic 2

Conclusions & Recommendations

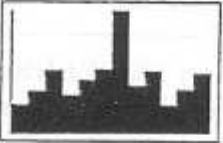
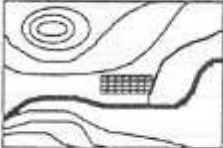
Conclusions
1. _____

2. _____

Recommendations
1. _____

2. _____

Attachments

FORMAL REPORTS:

Formal reports are rarely less than ten pages long and can often run into hundreds of pages. They are commonly written for a large audience who do not know the writer, and are sent outside an organization. Third person and passive voice should be used (e.g. "It is considered that ..." rather than "I consider that ...").

Structure:

Cover letter/memorandum

Title page

Summary

Table of contents

Table of illustrations, figures, tables, etc. (if applicable)

Introduction

Body of the report – methodology, findings and discussion

Conclusions

Recommendations

Bibliography (References)

Appendices (if applicable)

Cover Letter/Memorandum

Write a cover letter if the report is to be sent to a reader outside the organisation.

Write a cover memo if the report is to be sent to a reader inside the organisation.

The letter/memo should contain a salutation ("Dear ..." for a letter), statement of purpose ("Here is the report on ... that you requested"), a brief overview or summary ("In this report you will find ..."), acknowledgements ("Several people proved to be of great assistance to me..."), and a courteous close ("Thank you for the opportunity to investigate ... If you have any questions about the report, please contact me").

Title

The title of the report should be complete, concise and comprehensive.

E.g. "Report on the Use of the SPSS application in the process of calculating the employee's salary and bonus." Or: "Analysis of the Engineering College Campus Recycling Program."

Name and position of the person who wrote the report.

Name of the person (or organisation) for whom the report was written.

Summary

The summary is a quick overview of the aim, conclusions and most important aspects of the report. The summary is usually written last.

Table of Contents

It states the pages for various sections.

Introduction

Its aim is to provide all the necessary information so that the reader can understand the main discussion and the body of the report.

It is the place for a broad, general view of your material: what is the problem or issue being reported on? Who asked for the report? Why is the report being written? (Purpose), What was the sequence of past events leading to the present problem or issue? (Background information).

Body

What kind of information will be presented? (Scope).

What is the method of investigation or research? (Methodology)

Where, when and how was the information obtained? (Sources of information)

Present the facts and results that were obtained through the investigation or research. (Findings)

Restrict the content of this section to factual information of high credibility. Opinions should be located in the discussion section of the report.

Divide the section into sub-topics and use sub-headings.

Discussion

Analyze and evaluate the facts already presented. Present your expert opinions.

Based on the results of your research, argue the case for and against various courses of action, estimate the possible effects, and then recommend a suitable course of action.

If you wish, briefly include some additional material to support your argument, e.g. graph, diagram, table, picture.

Conclusions

Summarize the discussion and the findings.

Recommendations

Make recommendations based on your findings and inferences.

State clearly what action should be taken as a result of your recommendations, and by whom.

Set your recommendations out step by step and in a logical sequence.

Bibliography (if applicable)

Record the bibliographic details (i.e. author, title, edition, publisher, place of publication, and year of publication) for the sources of information used.

List the sources of information alphabetically by author.

Appendices (if applicable)

The appendices contain data (such as charts, tables, photographs, maps and statistics) that support the body of the report. These are located in a separate section to avoid disrupting and cluttering the flow of the discussion.

Title Page

Title of Report	
Details of Report Receiver	Details of Report Sender

Summary

Summary

Table of Contents

1.	_____	P.1
A	_____	P.2
i	_____	P.2
ii	_____	P.3
iii	_____	P.3
a	_____	P.3
b	_____	P.4
2.	_____	P.5
A	_____	P.6
B	_____	P.7
i	_____	P.7
ii	_____	P.8
a	_____	P.8
3.	_____	P.9
A	_____	P.9

Introduction (i)

Introduction
1. Purpose _____

2. Scope _____

Introduction (cont'd)

3. Background _____

Body of Report (i)

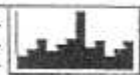
1. Major Topic Heading

a. Minor Topic

Body of Report (ii)

2. Major Topic Heading

3. Major Topic Heading



Body of Report (iii)

a. Minor Topic

b. Minor Topic

Example Report

Memo Report

Memo to: Stewart Jensen, CEO

From: Cheryl Babcock

Date: 18 November 19XX

Subject: Studying the Feasibility of Establishing Regular Meetings Between Sales Associates and Buyers

Overview: At your request, my staff and I have concluded our study of the feasibility of our sales associates and buyers meeting regularly. In our meeting last month, we all agreed with Gary that lack of communication has contributed to the decline of sales. The primary purpose of this study is to explore the logistics of establishing the meetings. To do this, we've included a description of the details of our project, drawn conclusions to our findings, and offered recommendations for implementing the meetings.

Background: According to our financial statement, our sales dropped 14% last quarter – and our accounting department reports another decline so far this quarter. Gary reports that a communication breakdown between sales associates and buyers has contributed to the decline. From this experience as a sales associate, he states that most sales associates do not know their buyers, and those who do, feel intimidated by and do not communicate with the buyers. The problems created by this lack of communication lead to the buyers not receiving the information they need from the sales associates to purchase the merchandise that the customers want.

We encounter time and cost problems if we consider meeting more than every 3 – 4 months, and meeting less often would not permit the regular dialogue we need between the two groups.

Conclusion: To ensure that our customers receive the merchandise they want, we agree with Gary that we need to set up a regular exchange of information between the buyers and the sales associates. As a result of our survey and interviews, we can accomplish this new communication by combining media – having regular quarterly meetings and semi-monthly conversations over the phone. If communication between sales associates and buyers takes place as Gary suggested, buyers should begin to understand the needs of customers through their sales associates. Responses to our survey suggested that customer satisfaction will increase as well as sales.

Recommendations: Regular meetings would require each department's buyers to go to three stores quarterly. When the buyers visit the stores, they will also have an opportunity to suggest alternative ways of displaying the merchandise. Generally, sales associates have fewer than 5 years' experience in merchandising while buyers have an average of 9 years' experience. We believe that each store will benefit from the buyers'

merchandising knowledge. Between meetings, sales associates should call their buyers semi-monthly, and by early 2003, when each department gets its own fax machine, buyers who are in the field can keep in touch with the associates. With your approval, we will draft a memo to all buyers and sales associates and include a tentative schedule of meetings for next year. With direct interaction between buyers and sales associates leading to more frequent communication, we should notice a more productive working relationship and, most important, increased sales in future quarters.

For more information about how to write a business report, you can open this link:

<https://www.victoria.ac.nz/vbs/teaching/resources/VBS-Report-Writing-Guide-2017.pdf>

(How to Write a Business Report, Victoria Business School)



Technical writing

There are several kinds of writing. One of them that is frequently used is business or technical writing. Business or technical writing is the writing we do in the field of work. Since our business relations with other countries have increased, the need for business correspondence has also grown. In order to correspond effectively, one should follow certain principles and conventions. This course aid focuses on them.

Technical writing is any written form of technical communication used in a variety of technical and occupational fields, such as computer hardware and software, engineering, chemistry, aeronautics, robotics, finance, medical, consumer electronics, and biotechnology, i.e. communicating about technical or specialized topics.

Importance

In business, writing is essential to communicate your message clearly and professionally and to incite action in those who you supervise, work with and require action from.

The purpose of business writing is to inform or persuade your reader. Good writers do not simply express themselves, they design their writing to be understood and remembered. The writer's aim must be clear communication to his reader at the level of the reader's ability to understand.

You should think about your readers before you begin to write, because your writing will be shaped by your perceptions of what your readers need to know about your topic. Before starting to write. The style and tone should also be suitable to the reader's need and understanding. The writer should use a technical vocabulary with which the reader is familiar, but using any sort of vocabulary just to exhibit it is always wrong.

You should define the objective of your writing by answering questions like "Why do I need this writing?", and "What do I want my readers to know?"

To write successfully, you must have command of the following:

- basic grammar
- precise vocabulary
- syntax (the arrangement of words to form a sentence)
- sentence structure (the arrangement of sentence elements)
- paragraph construction



The Writing Process

When it comes to business writing, practice really does make perfect. The best business writing process is one that starts with careful planning and ends with careful revision.

The writing process can be divided roughly into seven stages, although these are not meant to be rigidly applied.

1. **Prewriting!** Generating ideas, deciding upon audience and focus, deciding what to include or leave out.
2. **Data gatherings:** Collecting or recalling information.
3. **Organizing:** Deciding the order in which to make points or present information.
4. **Drafting:** Putting ideas into sentences and paragraphs.
5. **Revising:** Evaluating earlier drafts, rearranging to improve organization.
6. **Editing:** Checking correctness of facts, grammar, spelling, usage, punctuation, and mechanics.
7. **Proofreading:** Reading final copy for typing errors, handwriting legibility, and words left out.

Follow these basic rules in all correspondence:

- ◆ Use plain English and avoid jargon.
- ◆ Vary the length of your sentences.
- ◆ Divide your written message into unified paragraphs.
- ◆ Keep each paragraph to a single topic.
- ◆ Introduce each paragraph with a strong topic sentence.
- ◆ End each paragraph with a concluding thought.
- ◆ Use transitional words and phrases to unify sentences and paragraphs.
- ◆ Select the communication format that best suits your message.
- ◆ Use a professional tone at all times.



Creating and Organizing your Writing

Identify an audience

All messages must be tailored to an intended audience. When identifying an audience, consider the following questions:

- What is the audience's communication type or preference?
- Should the tone of the message be casual or formal?
- How much background information does the audience need to know?
- What is the audience's reading level?
- How might the audience react to this message?

Brainstorm Ideas

The following brainstorming techniques are often helpful:

- Free writing—Write down all of the thoughts that pop into your head.
- Key words—Write down a list of words that capture your main points.
- Outline—Create a list or flowchart that shows how you might cover a topic.
- Mapping—Draw a word web or create clusters of related words.

The 10 Fundamentals of Good Business Writing by Tristan Anwyn,2017

Once ideas have been generated and organized, it is time to begin writing.

If you want to communicate more clearly, remember that your writing should be:

1. **Complete.** It's all too easy to forget that your reader doesn't have the same information as you. A complete message should include all pertinent information – the when, where, why, who and how. You should also include a clear explanation of any action you want your reader to take.

2. **Concise.** Check your writing carefully for redundant words, such as "postpone until later" (you can't postpone until before, so "postpone" is sufficient). Cut out stock phrases such as "I am writing to inform you." A concise message shows the reader that you value their time.

Use short, familiar words instead of long words.

Acquaint you with the facts	Tell you
Endeavor	try
terminate	End
Utilize	Use
Commence	Begin / Start

Avoid wordy expressions.

TOO MANY WORDS	FEWER WORDS
Prior to the event	Before
At this point in time	Now
Subsequent to	After
For the purpose of	To
In the event that	If
In view of the fact that / Due to the fact that	Because of
Until such time as	Until
In the near future	Soon
At a rapid rate	Rapidly

3. **Clear.** State the purpose. Explicitly state the purpose of any written communication in order to prevent confusion. Your writing should be clear enough to leave no room for doubt or ambiguity as to what you are trying to say and what action is required. Keep jargon to a minimum and lay out the facts in a logical order.

Your writing must be understood at the first reading. A business document is clear when it means exactly what the writer intends. Avoid technical jargon, unfamiliar words or formal language. Eliminate ambiguity, i.e. avoid using a word with a double meaning or misplacing a phrase within a sentence.

4. **Conversational.** There's no need to write as if you were writing a legal letter. Write as if you were talking face to face in a friendly but professional tone. Keep your tone warm and remember you are talking to a human being.

5. **Correct.** You only get one chance to make a first impression. This is important when it comes to business writing – if your writing is incorrect, your first impression will be bad. Pay particular attention to: Details such as name and title, correctness in spelling and grammar. Check your work for accuracy of punctuation, grammar and spelling (especially the names of people and places).

Check for accuracy of information: e.g. times, dates, figures and telephone numbers.

6. **Coherent.** Your reader needs to understand your message immediately. Do so in a logical manner and help your reader to follow along by linking your ideas together sensibly.

7. **Credible.** Good business writing relies on facts, not opinions. Once lost credibility is hard to repair, so always check your facts and sources. When referencing facts, pay

attention to how the data was collected and whether the results were unbiased. Make sure your information is up to date.

Be convincing: Use language that is believable. Avoid exaggeration and superlatives.

Suggest possibilities or probabilities rather than making forceful assertions.

EMPHATIC

Always

Never

Everyone/everything/all

No-one, nobody

Must, should, will

REALISTIC

Usually

Rarely

Most

A few, some

Could, might, may

8. **Concrete.** Concrete writing means clear and specific writing without vague words or phrases. For example, “some,” “many,” “a few,” “as soon as possible.” These should be replaced with concrete numbers, dates, and timescales. Concrete terms and examples are much easier to understand than abstract ones. Whenever possible, use concrete terms and examples and provide concrete information. Give specific details.

- Abstract: “Create a user-friendly, interactive method for generating feedback.”
- Concrete: “Create an online survey that attendees can use to share their opinions on the conference.”
- Abstract: “Your study package will be delivered soon.”
- Concrete: “Your study package will be delivered in two weeks 'time. ”

Confirm information: When writing a message, it is often useful to refer to a previous message, conversation, or agreement as a way to confirm information (i.e. to make sure that people are on the same page). Here are some examples:

- “As we discussed earlier...”
- “To clarify...”
- “In light of yesterday’s agreement...”
- “To follow up...”

Use active voice: Sentences in passive voice should be avoided because they are longer and tend to be more difficult to understand.

Passive voice: “The brochures were given to me by Anita.”

Active voice: “Anita gave me the brochures.”

9. **Courteous.** Always put your reader first. Courteous writing includes a positive tone by avoiding commanding phrases such as “you must” and negative phrases such as “you failed.” Take care over word choice shows consideration for your reader.

Display good manners and a caring attitude in your writing. Whenever possible, phrase your writing positively with a pleasant tone.

NEGATIVE

We cannot deliver your study package before 1st March.
You failed to enclose a cheque with your order; therefore, it is impossible to send you the merchandise.

POSITIVE

Your study package will be delivered as soon as possible after 1st March.
As soon as your cheque arrives, we'll send your order through express delivery.

10. **Considerate.** Considerate writing means your document is easy to read and scan. You can do this by splitting information into paragraphs with one idea per paragraph, by using bullets and lists for ease of scanning, by using stylistic choices such as bold and italic to emphasize your point, and by using internal headings to guide your reader through the document.

Organizing Paragraphs

Each paragraph should begin with a generalization, and every sentence in the paragraph should support the generalization.

The 3 Basic Parts of a Paragraph:

1. **Topic Sentence:** The topic sentence is the first sentence in a paragraph. It introduces the main idea of the entire paragraph. It is also called the ‘controlling sentence’ because it gives the writer direction on where the discussion within that paragraph should go.
2. **Supporting Sentence:** Supporting sentence(s) expand your topic sentence. They comprise the main body of your paragraph. There can be more than one supporting sentence in a paragraph, and they should be arranged in the best logical order.
3. **Closing Sentence:** The closing sentence is the last sentence in a paragraph. It reminds the reader what the paragraph is all about, often by restating the main idea behind the entire discussion or offering a conclusion.

Which of the following IS NOT one of the basic parts of a paragraph?

- a) Topic sentence
- b) Interesting information
- c) Supporting sentence
- d) Closing sentence

Tone

Be polite and respectful. Polite and respectful communication is just as important in writing as it is in face-to-face interaction.

- Inappropriate: "Print the materials now." Appropriate: "Please print the materials as soon as you get a chance."
- Inappropriate: "Bring me the new report." Appropriate: "Please drop off a copy of the new report by 2:00 p.m. Thanks!"
- Inappropriate: "Did you even read my message?" Appropriate: "Sorry for the confusion. I only need the log sheets from last week (Feb. 7 - Feb. 11)."

Ask yourself:

Is the language positive?

Is the language gender-neutral?

Gendered terms

Below is a list of acceptable replacements for gendered terms.

- businessman businessperson
- chairman: chairperson, chair, presiding officer
- man-hours: hours worked, hours
- mankind: people, humanity, human beings
- man-made: synthetic, artificial
- manpower: workforce, workers, staff
- workman's compensation: workers' compensation



Some Grammar Basics

Grammar Basics Term	Function	Examples
Nouns	Names of persons, places, things, qualities or concepts	Clinton, child, Jerusalem, plateau, bicycle, sadness, freedom
Verbs	Express action or being	Fly, transmit, be, appear
Pronouns	Substitute for nouns and function as nouns	I, me, myself, mine
Adjectives	Describe or qualify or modify nouns or pronouns	Tall, angry, first
Adverbs	Modify verbs, adjectives, other adverbs or groups of words	Quickly, here, soon
Prepositions	Show relationships between a noun or pronoun and other words in a sentence	Across, on, during
Conjunctions	Link words and groups of words	And, but, because
Interjections	Express feelings or attitudes.	Wow! Hey! Say!
Tense	Describes when an action takes place.	I type/ I typed/ I will type/ I have typed/ I was typing/ I will be typing
Subject	The word or group of words that do the action.	<u>She</u> spoke loudly at the office. <u>The two managers</u> attended the meeting.
Object	The word or group of words that receives the action.	She attended <u>the meeting</u> . The HR staff has recruited <u>new candidates</u> .
Active voice	The subject in the sentence performs the action.	I typed the document.
Passive voice	The subject is acted upon, or receives the action.	The document was typed by me.

Common Mistakes

Some words are commonly, and mistakenly, used for others. The following is a short list of common mistakes to watch out for in your writing.

accept, except: Accept is a verb meaning “to receive.” Except is usually a preposition meaning “excluding.” Example: I will accept all the packages except that one. Except is also a verb meaning “to exclude.” Please except that item from the list.

affect, effect: Affect is usually a verb meaning “to influence.” Effect is usually a noun meaning “result.” The drug did not affect the disease, and it had several adverse side effects. Effect can also be a verb meaning “to bring about.” Only the president can effect

such a dramatic change.

a lot: A lot is two words. Do not write alot. We have had a lot of rain this year.

among, between: among with three or more entities, between with two.

The prize was divided among several contestants. You have a choice between carrots and beans.

amoral, immoral: Amoral means “neither moral or immoral.”; it also means “not caring about moral judgments.” Until recently, most business courses were taught from an amoral perspective. Immoral means “morally wrong.” Murder is immoral.

capital, capitol: Capital refers to a city, capitol to a building where lawmakers meet. Capital also refers to wealth, resources, or money. The capitol has undergone extensive renovations. The residents of the state capital protested the development plans.

Data: Data is the plural for datum, which means “a fact or proposition.” New data suggest (not suggests) that our theory is correct. The singular form of datum is rarely used.

farther, further Farther describes distances. Iowa City is farther from Chicago than I thought. Further suggests quantity or degree. You extended the curfew further than you should have.

firstly: Do not use firstly, secondly, thirdly, fourthly, and so on. Write first, second, third instead.

Transitions

To ensure your document flows from one idea to another throughout its entirety, use appropriate transitions. Following are some frequently used transitions:

Addition: and, further, besides, next, moreover, in addition, again also

Contrast: but, or, nor, yet, still, however, nevertheless, on the contrary, on the other hand, conversely, although

Example: for example, for instance, such as, thus, that is

Sequence: first, second, third, next, then, after that

Conclusion: therefore, thus, then, in conclusion, consequently, as a result, accordingly, finally

Time or place: at the same time, simultaneously, above, below, further on, so far, until now

Editing and Proofreading

The final step in ensuring professional writing is to edit and revise your copy to maintain consistency and quality. Editing and revising your document involves checking facts and making sure of the technical correctness of your grammar, usage, spelling, punctuation, and other conventions such as neatness and margins. Proofreading means checking your final draft to correct errors in typing.

These are nevertheless important stages, because messy or error-filled writing will detract from your message.

Make sure you read over carefully and remove any unnecessary conjunctions (and, but, etc.). Remove unnecessary words - words that do not add to your main point(s), and remove unnecessary punctuation (e.g., commas). Editing involves second reading your document to check for completeness, conciseness, clarity, tone, accuracy and effectiveness. The document can then be improved upon by re-writing sections, and adding or deleting text where required. Have someone else read your work and highlight suggestions.

Check your: Grammar, Spelling, Punctuation, Layout, Logic Order, Writing Style.

Quick tips to help in editing your writing

logic and order

Does the opening paragraph set the background or purpose for the correspondence?
Is the information set out in a logical order?
Is all the necessary information included?
Is any information unnecessary? Should this information be in a separate attachment or enclosure instead?
Have linking or transition words been used to show connections between ideas?
Is the action you want from the reader clear?

Writing Style

Could any words, phrases or sentences be replaced by shorter ones?
Could some information be set out in a list using bullet points?
Is there one main idea per paragraph?
Could any paragraphs be further subdivided?
Is there enough white space in the document?
Have you used the right level of language for your reader?
Have you avoided using clichés and unnecessary jargon in your document?
Have you used a positive and friendly tone?

Grammar, Spelling and Punctuation

Check your document and make sure you do not have errors in one of these areas.

Exercise: Put the right punctuation for the two sentences below:

- The colors used were red and white and blue. She went to the door and opened it and went outside.
- John's friend William Smith came by to see him yesterday, The best way to see a country unless you are pressed by time is to travel on foot.

Exercise: Correct the grammatical mistakes:

- The team scored their final goal in overtime.
- An important part of my life have been the people who stood by me.
- The two best things about the party was the food and the music.
- The bouquet of flowers on the table, belong to Mary.
- She tried to quickly finish the book before she had to leave.
- Everyone forgot their notebook.
- I have visited Niagara Falls last weekend.
- The woman which works here is from Japan.
- She's married with a dentist.
- I felt boring in the class.
- I must to call him immediately.
- Every students like the teacher.
- I enjoyed from the movie.
- I look forward to meet you.
- I live in United States.
- I've been here since three months.
- You speak English good.
- My flight departs in 5:00 am.
- The life is hard!

Important Points to check

Make sure that your document is neat, clear, concise, complete and that appropriate tone and style are used.



Writing Application Letters

The application cover letter is a tool used to sell yourself as a job candidate. It is addressed to the employer to apply for a certain job. It supplements your resume.

Purpose:

introduce yourself.

mention the job (or kind of job) you're applying for (or looking for)

match your skills and experiences with the skills and experiences required by the job

encourage the reader to read your resume

finish with a call to action (for example, requesting an interview or asking to meet).

Matching your cover letter to the job:

1. Find out who to address it to.
2. Find out more about the job.
3. Find out more about the company.



What you shouldn't include in your cover letter:

Make sure that you don't fill your cover letter with "I".

Don't cut and paste your resume into your cover letter.

Not to mention other job applications.

Make sure you write the company' name and other information right.

Sample 1:

Mr Allan Moyle
Moyle Retail Solutions
Phone: XX XXXX XXXX
Email: enquiries@moyleretailsolutions.com.au

10 November 2018

RE: Application for Casual Retail Sales Assistant position

Dear Mr. Moyle,

As a highly motivated and dedicated student with strong communication and interpersonal skills, I would like to apply for the position of Casual Retail Sales Assistant.

As a student I have been extensively involved in my school community, which has allowed me to develop strong interpersonal skills. My involvement in various events, including drama and sports carnivals, has allowed me to work closely with my peers while supporting the school community as a whole.

These experiences have allowed me to develop strong time management and organisational skills, which I see as being very important when seeking to work in casual employment while continuing to study.

Personal attributes that I believe make me suitable for this position include:

- Motivation: Volunteer participation and school results demonstrate high motivation.
- Customer Service: Assisting with the sale of products at community events has allowed the development of customer service skills.
- Communication: Acting in drama performances and working as an MC for school events has allowed the development of communication skills.

My teachers and educators have recommended me for my willingness to participate and my dedication to helping out where possible. I enjoy working with others and believe that my strong communication skills will ensure that I can meet the expectations of this role.

I am aware that you will receive a large number of applications for this job, but I would very much appreciate the opportunity to demonstrate my capabilities to you in person.

I believe that I have a lot to offer your organisation. I have enclosed a copy of my resume for your consideration. I can be contacted at all times on the details provided above.

Thanking you in advance for your time,

Joanne Tint

Sample 2:

RE: Application for Trainee Administrative Assistant position

Dear Mr. Moyle,

As a young and motivated individual I am extremely interested in submitting an application for the advertised Trainee Administrative Assistant position with John Smith and Associates.

In November 2014, I completed my VCE studies and also obtained a Certificate in Business Administration. This has given me a range of practical capabilities that will meet the needs of this role.

While completing my VCE studies I worked part-time as a Customer Service Assistant for KSmart. My responsibilities in this role included providing face-to-face customer service and assisting on the floor with stock movements and visual merchandising. This position has given me key employability skills while also allowing me to experience working in a professional and fast-paced work environment.

With regard to my ability to meet the specific requirements of this job:

- Customer Service: Worked for four years in a face-to-face customer service environment providing customer service at registers, lay-by counter and on the retail floor.
- Reception duties: Responsibilities at KSmart included answering incoming phone calls and assisting customers with phone-based enquiries.
- General Administration: Certificate II in Business Administration has provided training in the use of skills including filing, data processing, records management and written communication.

My teachers and employers have commended me for my high level of interpersonal skills and naturally engaging personality. My motivations include learning new things

and the challenge of meeting key objectives. My current and previous managers can be contacted to provide more information about my ability to meet the needs of this job.

I understand that you will receive a large number of applications for this role. I do, however, believe that my motivation, commitment and pre-existing skills will allow me to fit into your work environment and immediately start supporting the needs of your organisation.

I would appreciate the opportunity to meet with you to discuss my application at an interview. I have enclosed a copy of my resume for your consideration. I can be contacted at all times on the details provided above.

Thanking you in advance for your time,

Joanne Tint

Sample 3:

RE: General application for available positions within your organisation

Dear Mr. Moyle,

As a recent Bachelor of Information Technology (Networking) graduate, I would like to enquire about positions available within your organisation and provide you with my details for your records.

I have had a strong interest in IT since a young age. I have always enjoyed the challenge of being able to identify faults and work to resolve them. Encouraged by this passion I have recently graduated as a Bachelor of Information Technology with a major in Networking.

While studying I worked as a provider of casual support for IT-related issues on a referral basis. I also worked part-time at Drew Smith Electronics. A technically competent individual, I have a passion for all things technological and a desire to establish a career as an IT professional.

I have been recognised for my high level of motivation and my strong communication skills. I am able to adapt my communication style to reflect the needs of any audience. I have a high level of problem-solving skills and a willingness to focus on my ongoing professional development.

I understand that, as a graduate, I have a lot to learn about working within an organisation. I would like to start in an entry-level position that would allow me to be mentored in my professional development.

I am interested in your organisation's reputation as a leader in the provision of data centre management services. My research into your organisation has shown me that you work closely with a range of clients to manage their data centre needs through outsourced service agreements.

I believe that the opportunity to work in different environments and with different technologies will help me develop skills your organisation can use to meet the changing needs and demands of your clients.

Your reputation for quality support and for being an employer of choice shows that you have an understanding of the needs of your clients as well as your employees. I would appreciate the opportunity to meet with you in order to introduce myself and discuss any suitable positions that may be available.

I enclose my resume for your consideration. I will follow up this enquiry in the coming weeks, but I would be grateful if you were to contact me in the meantime should you know of a position that you think is suitable. I can be contacted at all times on the details provided above.

Thanking you in advance for your time,

Joanne Tint



Writing Memos

Short for “memorandum,” a memo is a type of document used to communicate with others in the same organization. Memos (or memoranda) are usually short messages of one page or less, written by the management to address a certain announcement or change in an organization. Moreover, it is used as a part of reports.

Purpose:

to inform people of a change, to make an announcement, to answer a question or a request, to ask for writing a report...ect.

Sample:

Memorandum

To: Stephen Powers

From: Dan Smith

Date: July 26, 1999

Re: Computer problems

We are still having problems with the five new computers we have purchased from Bryan Hansen at the Hometown Computer Company. The problems we have been having include:

- Two notebook computers won't boot up. Hometown's technicians think it may be a problem with the motherboards, but they can't solve the problem.
- One monitor continues to make a high-pitched whining sound.
- Two desktop computers came infected with viruses.

I feel that we should check into sending these computers back and get new ones from another supplier. I don't feel confident with any equipment from this supplier.

Report Memo:

Often a letter is attached to a report to officially introduce the report to the recipient. If the recipient is outside the organisation, a letter format is appropriate; if the recipient is inside the organisation, a memorandum/memo is appropriate

The covering letter or memorandum should:

- remind the reader of their request for the report
- state the purpose of the report
- acknowledge any assistance
- indicate future actions to be taken

Sample 1:

Memorandum/ Covering Letter

Date: January 29, 1999

To: Dr. Karen Thole

From: Marc Herwald MH

Subject: Design of a Temperature Measurement and Display System Using the 68HC11

This semester, our design team is creating a design using the Motorola 68HC11 microcontroller, referred to here as the HC11. Before beginning this design project, we are to perform a series of preliminary designs and tests on this microcontroller. This laboratory report presents one of these preliminary designs: the design of a temperature measurements and display system.

Sample 2:

Memorandum

Date: March 13, 2018

To: Martha Glamour, CEO Stylish Living Magazine

From: Thomas Simpson and Richard Lee_ Consulting Associates

RE: Analysis of existing cost system and desirability of switching to ABC.

Thank you for allowing us the opportunity to work with your company.

As requested, we have evaluated the strengths and weaknesses of your company's existing cost system and evaluated the desirability of switching from the existing cost system to an activity based cost system ABC.

Our analysis uses Products X and Y as test cases to understand how the existing and proposed ABC systems would compute product costs. Based on our study, we have reached the following conclusions:

1. The cost of Product X is higher than Product Y under the current system; the cost Product X is lower than Product Y under the ABC system.
2. The existing cost system has several weaknesses that make the data unreliable and misleading.
3. We recommend that the company should abandon the existing system and replace it with an activity based cost system as it will provide better product cost information for decision making.

We will present our analysis in four parts. The first part deals with product cost under the existing system. This is followed by . . . The next section . . . The last section . .

