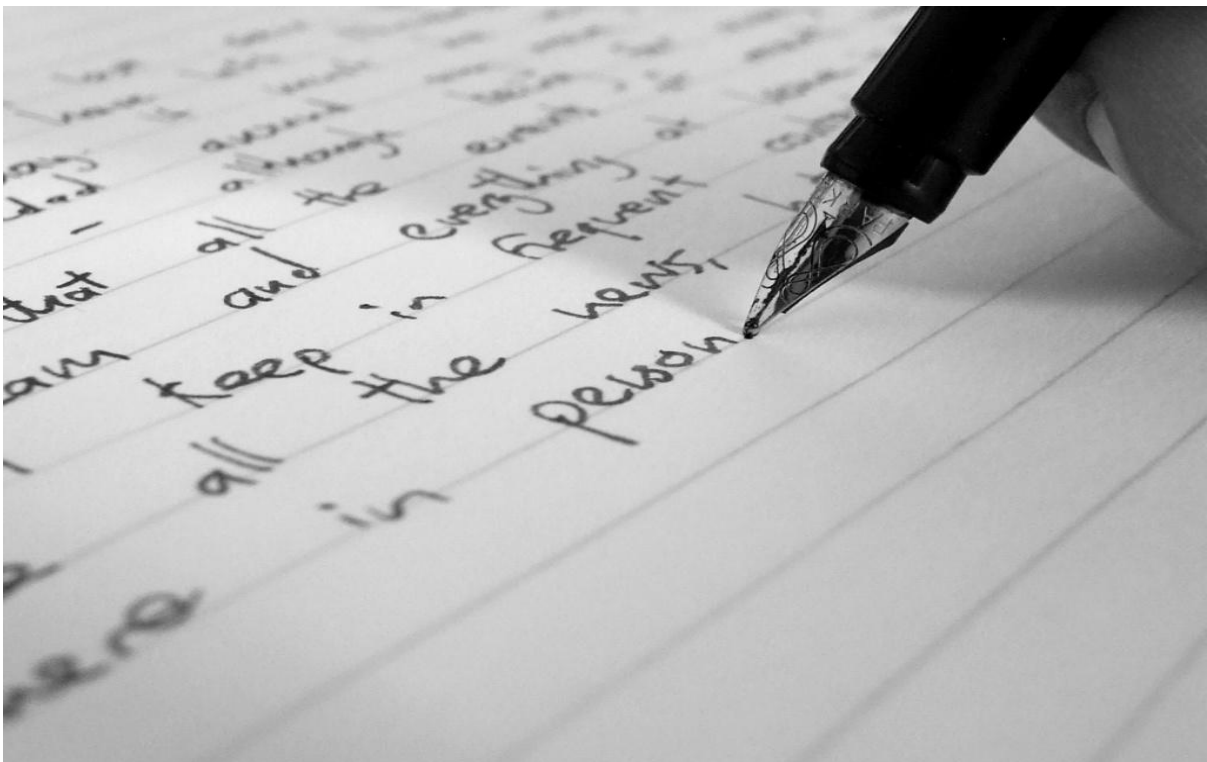


# BUSINESS COMMUNICATION (PART - 17)

## LETTER WRITING

### 1. INTRODUCTION

Hello students, welcome to the series on Business communication. Today we are going to study something about letter writing



and application writing.



*Example  
Application letter*

### **Example Application letter**

Name:  
Address:  
Email:  
Phone:

Dear Sir/Madam,

#### ***Paragraph 1***

Introduction i.e. general welcome, age, nationality, etc.

#### ***Paragraph 2***

Education & skills i.e. university course, qualifications and skills you possess etc.

#### ***Paragraph 3***

Past relevant work experience, and possible previous internships completed.

#### ***Paragraph 4***

Area/field you would like to complete your internship in, example of tasks you would like to complete and what you hope to learn and achieve.  
(make sure these will be approved by your educational institution)

#### ***Paragraph 5***

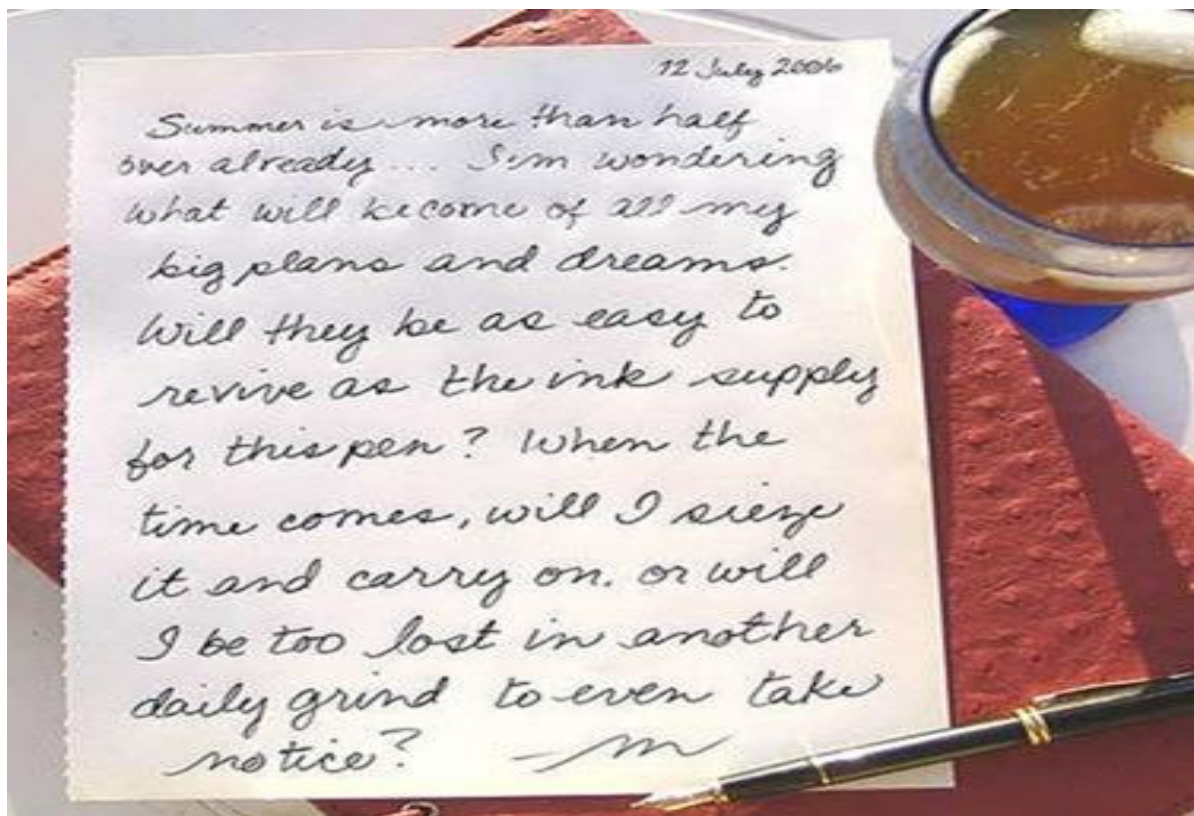
Details of when you are available to start/finish your internship.

Best Regards,

Name

***\*Please remember this letter will be your application to the company. So please ensure your application letter is relevant, written in a formal style and of course in English.***

In this we are going to cover the importance of letters in correspondence and also the techniques of good correspondence and how letters can increase the business potential and what are the basic attributes of writing a good letter. Now let's define what is a letter? A letter is a written



or printed message address to a person or persons usually sent by post or a messenger. Letters are generally used for business communication in most of the organizations. Business cannot sustain without correspondence and business letters are an important part of the business systems, letters do convey meaning and messages to the people, they do connect people, they basically give the meaning to the relationships, they also solve the purpose of the basic issues regarding business.

1 1/2" left margin

# KNOX COLLEGE

2 East South Street  
Galesburg, Illinois 61401-4999  
www.knox.edu

OFFICE OF PUBLIC RELATIONS  
309-341-7337 Phone  
309-341-7718 Fax

2" from top of page

February 14, 2002



John Smith  
123 Prairie Fire Road  
Galesburg, IL 61401

2 returns

2 returns

Dear John,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Text of Letter  
Font: Times Roman  
Size: 10 pt  
Line Spacing: 1.25

1 return between paragraphs (p8.5 spacing)

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Sincerely,

Add other personalization here if needed (e-mail address, title, etc.)

Lorem Ipsum

1.5"

1"

Business letters are formal letters following specific formats, they have to be addressed in a sequential or in a legal way because letters are written documents, they are referred again and again for correspondence, so legal statements are genuinely given by letters. Letters cannot be taken lightly, it is a serious issue because most of the letters which you are using for business purposes



are sent outside the organizations and once you send the letters, they are out of your control because whatever you have written is documented and stored.

Now things while writing the letters, is very important. What do you have to consider while writing a letter,

- Don't give a misleading information
- Be truthful about whatever you are writing
- Give your identity

- Address in a correct way,
- Try to state the facts,
- Don't be emotional but be professional,
- Try to give punctuations
- Make the letter devoid of the grammatical mistakes.

Now let's study what are the basic formats for writing a letter, here I have given you some points which the letter formats contains,

**Letter Heading**

**Reference  
Date**

**Receivers Name  
Address**

**Salutation**

**Subject**

**Main Body**

**Complimentary Note**

**Signature**

**Senders Name  
Orginzation**

**Request Letter**

No. JNVU/EMMRC/2011/678      March05, 2011

Mr. Shekar  
255,cec  
New Delhi

Dear Sir

Subject: Issuing of Laptop for official uses.

Sir, this is the kind request, that during shooting we need a laptop for our subject expert. Which will help our experts to deliver their lecture .

Kindly do need full, it will help us a lot.

*KuldeepSingh*  
Kuldeep Singh  
EMMRC

- Letter heading,
- Reference
- Date
- Receivers name

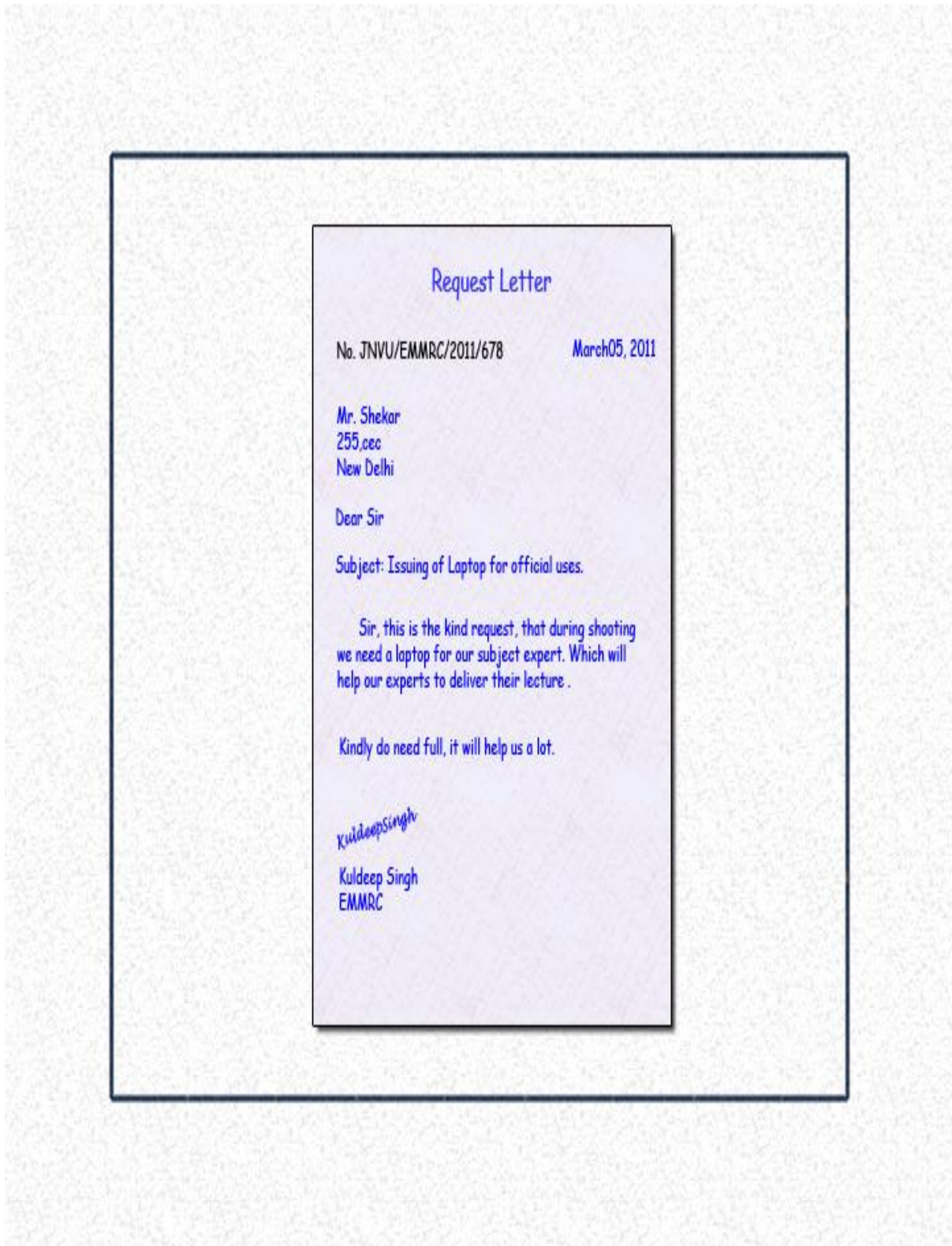
- Address
- Salutation
- Subject
- Main body
- Complementary note
- Signature and
- Senders name and organization.

So these are the basic requirements to write a standardize and a formal and a professional letter. The optional parts of the letter would contain the attention line,

- Identification line,
- Enclosures
- Carbon copies,

See you have to write a letter in such a way that the letters are designed to the basic purpose of solving whatever complains or order or issue you want to state.

Letter is an important part of your statement in terms reflecting your personality and also reflecting the face of the company.

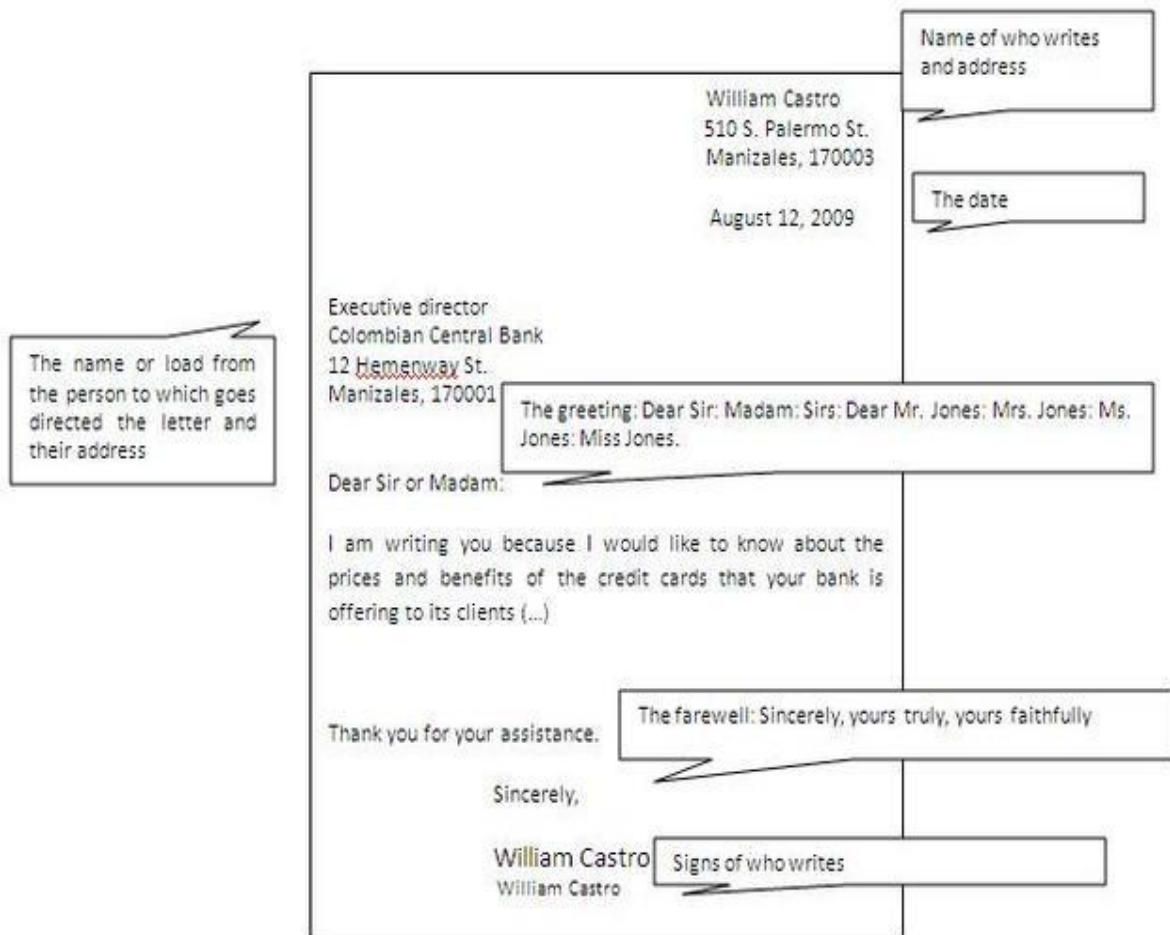




## 2. THE BASIC TYPES OF LETTER

Now let's study the basic types of letter, see the basic types of the letter are

- Formal letter,



- Semi formal letters,

The diagram shows a semi-formal letter with the following components labeled on the left side:

- Date:** July 1, 2003
- Sender's Address:** GP & ASSOCIATES  
2652 SW Channing Avenue, Suite 400  
Denver, CO 80204  
gparker@gpaaccounting.com  
www.gpaaccounting.com
- Inside Address:** Ms. Tu Turington  
ACTION ITEMS  
2490 Chestnut Parkway  
Denver, CO 80444
- Salutation:** Dear Ms. Turington:
- Body Text:**

I understand from our mutual acquaintance, Chad Johnson, that you are looking to retain an accounting firm to assist you in the sale of your business. I would welcome the opportunity to show you how GP & Associates was able to help Chad successfully sell his business earlier this year.

As you'll see on our Web site, my associates and I have extensive experience in finance/accounting, internal audits, and tax compliance. For the past several years, we have specialized in business valuation and transition services for sellers. We enjoy working closely with clients throughout the sale process to ensure a smooth transition. As our clients can attest, our various pre-sale price improvement strategies can significantly optimize a business's sale price.

Should you be thinking of purchasing another business, please note that we also offer business acquisition services. For your reference, I have enclosed additional information describing GP & Associates' full range of services.

To set up an appointment to discuss your specific needs, please contact me at 303-459-0007. I know how busy you are, so I will give you a call on Tuesday to follow up if I haven't heard from you.
- Closing "Call to Action":** Best regards.
- Signature Block:** Greg Parker
- Enclosures Carbon Copy:** Enclosures  
CC:

- Informal letters

नेपाल स्काउट  
राष्ट्रिय प्रधान कार्यालय



NEPAL SCOUTS  
NATIONAL HEADQUARTERS

पत्र संख्या:



मिति: 17<sup>th</sup> July, 2007

**Mr. Simon Hang Bock Rhee**  
**President ATAS**  
**C/o Asia Pacific Region, Manila**

Dear Mr. Rhee,

**Greetings from Nepal!**

As you may be aware, Nepal Scout's Baden Powell Peak main expectation sends off is taking place on 4<sup>th</sup> September in Kathmandu at 0900 hours at the National Headquarters.

You and the members of APES/ ATAS are cordially invited to attend the above function.

The president of WOSM Mr. Herman Hui has already confirmed his attendance.

We are looking forward to your Confirmation.

For further details, you may refer to circular of APR in the matter.

Warm Regards

Shree Ram Lamichhane  
Chief Commissioner

राष्ट्रिय प्रधान कार्यालय: लैनचौर, पो.बा.नं.: १०३७, काठमाडौं, नेपाल। फोन: ४४१९००१, ४४१९०९७, फ्याक्स: ९७७-१-४४४१३३६९  
National Headquarters: Lainchour, P. O. Box: 1037, Kathmandu, Nepal. Phone: 4419001, 4419097, Fax: 977-1-4413369  
E-mail: nepscout@mail.com.np

- The form letters.

\_\_\_\_\_  
Public School District

\_\_\_\_\_  
ESD/County

\_\_\_\_\_  
Address

\_\_\_\_\_  
City State Zip

A parent who intends to cause his/her child or children to receive home-based instruction in lieu of attendance or enrollment in a public school, approved private school, or an extension program of an approved private school must file an annual declaration of intent to do so in the format prescribed below.

I do hereby declare that I am the parent, guardian, or legal custodian of the child(ren) listed below; that said child(ren) is (are) between the ages of 8 and 18 and as such are subject to the requirements found in chapter 28A.225 RCW Compulsory Attendance; I intend to cause said child(ren) to receive home-based instruction as specified in RCW 28A.225.010(4) and RCW 28A.200.010; and if a certified person will be supervising the instruction, I have indicated this by checking the appropriate space:

<u>Child(ren)'s Name(s)</u>	<u>Age</u>
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

( ) The home-based instruction will be supervised by a person certificated in Washington State pursuant to chapter 28A.410 RCW.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Street Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip Code

Now let's discuss what are formal letters? The formal letters are used for formal communication and for business purposes; they are professional letters which cannot be changed in terms of their format.

Semi formal letters are used for internal correspondence, they are basically formal letters but when you know the person, you can change the tone in an informal way. Informal letters are basically written to friends and relatives and the form letters, they are the pre printed form kind of letters where only a little filling up is done like application forms, administrative forms and the pre printed memos. Now the business letters do form an important part of correspondence, this is a written document

TM 2

## Block Style

Current Date

LINE 15

2 OR 3 SPACES BELOW LETTERHEAD

3 TO 8 SPACES - VARIES WITH  
LENGTH OF LETTER

Mr. James Worth  
1872 Weston Drive  
Caruthersville, MO 63830

DOUBLE SPACE

Dear Mr. Worth:

DOUBLE SPACE

As one of our valued customers, you can receive a free set of steak knives just by watching a demonstration of our new food processor.

DOUBLE SPACE

To take advantage of this opportunity, sign the enclosed card and drop it in the mail. We will set up an appointment at your convenience.

DOUBLE SPACE

Sincerely yours,

4 RETURNS

Janet Reilly, Manager

DOUBLE SPACE

urs

DOUBLE SPACE

Enclosure

and a communication address to the person outside the organization. To carry a specific purpose for the business, these business letters can be application letter; can be complain letter, request letters, order letters or sales letters.

Now let's study what is an application? The application is written to an higher authority, may be, you want to apply for a job, you want to apply for something related to your personality or genuinely these applications are written to apply for the academic purposes or for the admissions in the organizations. May be you want to take admission in types of organization which may be related to academic purposes, may be for research purposes or for working employment, these kind of areas basically are covered by the application letters.

## Complain letters - why do we write complain letters?

### SAMPLE COMPLAINT LETTER

Your Address  
 Your City, State, Zip Code  
 Date

Name of Contact Person, if available  
 Title, if available  
 Company Name  
 Consumer Complaint Division (If you have no specific contact.)  
 Street Address  
 City, State, Zip Code

Dear (Contact Person):

Re: (account number, if applicable)

On (date), I (bought, leased, rented, or had repaired) a (name of the product, with serial or model number or service performed) at (location, date and other important details of the transaction).

Unfortunately, your product (or service) has not performed well (or the service was inadequate) because (state the problem). I am disappointed because (explain the problem: for example, the product does not work properly, the service was not performed correctly, I was billed the wrong amount, something was not disclosed clearly or was misrepresented, etc.).

To resolve the problem, I would appreciate your (state the specific action you want—money back, charge card credit, repair, exchange, etc.) Enclosed are copies (do not send originals) of my records (include receipts, guarantees, warranties, canceled checks, contracts, model and serial numbers, and any other documents).

I look forward to your reply and a resolution to my problem, and will wait until (set a time limit) before seeking help from a consumer protection agency or the Better Business Bureau. Please contact me at the above address or by phone at (home and/or office numbers with area code).

Sincerely,

Your name

Enclosure(s)

- describe purchase
- name of product, serial number
- include date and place of purchase

- ask for specific action
- enclose copies of documents

- state problem
- give history

- allow time for action
- state how you can be reached

Sometimes complain becomes important because you do have to genuinely convey the uneasiness which is happening in the organization, outside the organization, as a citizen, as a person, as an employee, as a colleague you do have to write a complain letter. The complain letters must be written in a decent way, it's not that we are fighting with people but it's something that we have to solve a issue, the issues can be related to business, the issues can be related to the organizational policies, the issues can be related to work ethics or to the business problems, so complain letters are an important part of business systems.

Then is the request letter, why request letters are written? You want something to happen in the business, you want to change something in the business, you want to bring up a new innovation, you want to have some kind of increment for your salary, any kind of favour which you want from people, has to come in form of request. The request letters are genuinely those letters where you write in such a way that people do give you favours in a decent way.

**Order letters-** The order letters are an important part of the business because if you are doing business, you are in a process of buying and selling. When you are buying things, you have to place an order, the orders, which you give to the company have to be built up in such a way that each and every dimension and the specifications have to be clear, so order letter are, in fact more formal because here you are writing each and every parameter and you have to be very careful in designing these kinds of letters because if the order letters goes wrong, the kind of the delivery of the goods which you will get will be wrong. So when you write order letters, you have to be little more careful in terms of the measurement and the specifications which you are stating.



## Sales letters are written

19 April 2005

Nomor : UGM/TKGD/177.d/C/03/05  
Hal : Permohonan menjadi pembicara  
Lampiran : 1 eksemplar jadwal workshop

Kepada Yth.  
Bapak I Made Andi Arsana, ST.  
Jurusan Teknik Geodesi FT UGM/ UNSW  
Fax +61 2 9313 7493  
Email : [madeandi@gmail.com](mailto:madeandi@gmail.com)

Dengan hormat,  
Dengan ini kami sampaikan bahwa Jurusan Teknik Geodesi Fakultas Teknik Universitas Gadjah Mada bekerjasama dengan BAKOSURTANAL akan menyelenggarakan **Workshop on Legal and Technical Aspects of Maritime Boundary Delimitation** " pada tanggal 6-7 Mei 2005 di Hotel MM-UGM Kampus UGM , Yogyakarta.

Menindaklanjuti pembicaraan sebelumnya, dengan ini kami mohon kesediaan Bapak untuk bersedia menjadi pembicara pada workshop tersebut dengan topik :

***Introduction to CARIS LOTS : The Assisting Tool for Dispute Resolution.***

Jadwal untuk Bapak kami lampirkan dan Panitia juga menyediakan tiket Australia- Yogyakarta PP .

Kami mohon makalah Bapak , dapat kami terima 3 (tiga) hari sebelum workshop dilaksanakan .

Demikian, atas perhatian dan kerjasama Bapak , kami sampaikan penghargaan dan terima kasih.

Ketua Jurusan

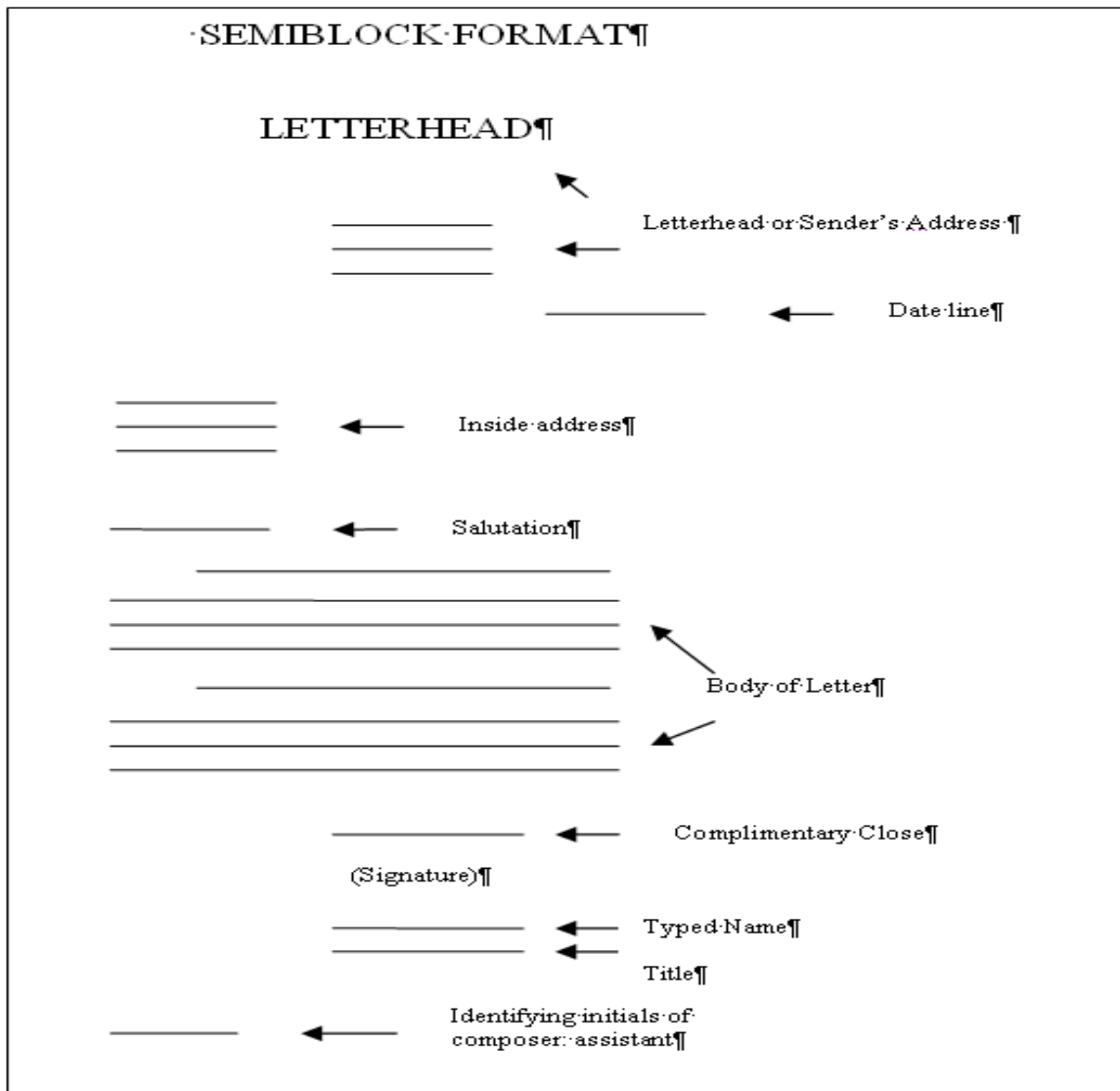
Ir. Sumaryo, M.Si.  
NIP. 130 779 445

so as to increase the sales potential of the company, you do write letters for promotional or campaigns or the kind of the offers or the discount, you want to give to the customers.

So these kinds of things do come in written form and they are given personally to the customers or they are sent to the customers in order to have better business potential, so these are the various types of letters which do help in conducting business in better way.

### 3. THE BASIC PURPOSE FOR WRITING THE LETTER AND THE PLANNING PROCESS

Now let's study the basic purpose for writing the letter and the planning process which you do have to involve in taking up or shaping up a good letter. The basic purpose of writing a letter is to design a format which could communicate your purpose to the people or to the receiver.



This could be in terms like when you are writing the order letter, you have to specify the dimensions, when you are writing a kind of a confirmation letter, you have to give the status for which the person has been confirmed, whenever you are giving a good news, you have to write bright letters with good language or even if you are giving a bad language or a kind of a negative letter or a complain letter or a grievance letter, the language should be decent, the negatives wherever it is possible, try to convert into positive aspects.



## HOUSE OF COMMONS

15 June 2009

**Personal and Confidential**

Mr Harry Cole  
Sunlight Centre for Open Politics  
Albion Buildings  
1 Back Hill  
London  
EC1R 5EN

*Dear Mr. Cole,*

**COMPLAINT AGAINST MR SHAHID MALIK MP**

Thank you for your letter of 11 June with your complaint against Mr Shahid Malik MP in respect of his claims for constituency offices in Dewsbury.

In essence, your complaint is that Mr Malik made claims against his Incidental Expenses Provision for a second constituency office which were not wholly, exclusively and necessarily incurred for the purpose of performing his parliamentary duties, and whose proceeds may have been used to meet his personal costs.

I attach a note which sets out the procedure I follow. Having accepted your complaint, I am writing to Mr Malik to invite his comments on it. When I have received his response, I shall consider how best to proceed.

*Yours sincerely,  
John Lyon*

**John Lyon CB**  
*Parliamentary Commissioner for Standards*

Enc: Procedural Note 1 – ‘Description of the complaints investigation process’

**Office of the Parliamentary Commissioner for Standards**  
House of Commons London SW1A 0AA  
T: 020 7219 0320 F: 020 7219 0490 E: [lyonj@parliament.uk](mailto:lyonj@parliament.uk) W: [www.parliament.uk/pcs](http://www.parliament.uk/pcs)

Now the, basic plan how do we go for writing a letter would consider of the following aspects, first is try to make a plan, how do we make a plan? This is basically you define an issue, a problem or an opportunity on which your letter has to basically focus. After expressing your problem and the issue and the opportunity, try to design it in form of language,

1234 Main Street  
Belleville, Illinois 62223  
January 17, 2003

Our Lady Queen of Peace School  
Attn: QP Students  
5915 North Belt West  
Belleville, Illinois 62223

Dear Sir or Madam:

You may write a business letter to request information, to order a product, to apply to a school, or to seek employment. Whether you write or type a business letter, be polite, specific, and neat. Keep a copy of every business letter.

Use either the block or modified block form for a business letter. Either form has six parts, including an inside address.

Sincerely yours,

Ann Smith

your abstract thoughts do have to come or have to be converted into words and these words have to be converted into ideas so that people can genuinely relate to you in form of emotions. Then is the planning step, the planning steps would involve functions of the writing in terms of being expressive, poetic or transactional. Then it would be like maybe you are informative or interrogative or you have a specific

function of building a goodwill or taking an action or then you have to consider the audiences as primary or secondary or you have to convey the main idea in terms of the ideas to be focused or it has to be diffused or the organization plan has to be directly told to the people or indirectly told to the people. The pattern in terms of time, space, and logic everything has to be considered.

So I have given you these various parameters so as to just to force you to think in a way where genuinely letter writing is not only putting few words on a paper but it is something more than the words have to be basically converted into kind of emotional aspects which genuinely have to built up a kind of a interpersonal relationship with the people, so written communication is important in terms because it basically shapes the attitude and the profile of the personality.

You are reflected, your soul is reflected and your basic attributes of your inner perceptions are reflected by the letters, so the checklist is important before you take up any kind of writing, your basic thinking process, your planning is important in terms to design a good letter.

## 4. THE BASIC FORMATS OF WRITING BUSINESS LETTERS

Now let's study the basic formats of writing business letters. There are various formats by which you can design letters, the formats could be the full block format,

[Your Name]  
[Address]  
[Address]  
[Phone]  
[Date today]  
Re: [To what this letter refers]

[CERTIFIED MAIL]  
[PERSONAL]

[Recipient's Name]  
[Company Name]  
[Address]  
[Address]  
[Address]

Attention [Recipient's Name]

Dear [Recipient's Name]:

[SUBJECT]

Modified semi-block business letters are the same as modified block letters, except the paragraphs are indented. Modified semi-block letters are a little less formal than full block letters.

If your letter is only one page, type the complimentary close and optional components as shown below. Otherwise, type them on the last page of your letter.

|  
Sincerely,

[Signature]

[Your Name, Title]

[Identification Initials]  
Enclosures: [Number]

cc: [Name for Copy]  
[Name for Copy]

the semi block format,

81 Queens Rd  
Clevedon  
Avon  
BS23 9RT

16 May 200X

The Proprietor,  
The Angel Hotel  
Mouse Lane  
PRESTON  
Lancs  
PR1 6RA

Dear Sir,

I have to spend a few days in Preston on business and I wish to book a single room at the Angel Hotel from 9 and 12 Sept 200X inclusive.

Please confirm that you have a room available and let me know your prices.

Yours faithfully

John Devin  
enc. SAE

the block format,

TM 2

## Block Style

Current Date

LINE 15

2 OR 3 SPACES BELOW LETTERHEAD

3 TO 8 SPACES · VARIES WITH  
LENGTH OF LETTER

Mr. James Worth  
1872 Weston Drive  
Caruthersville, MO 63830

DOUBLE SPACE

Dear Mr. Worth:

DOUBLE SPACE

As one of our valued customers, you can receive a free set of steak knives just by watching a demonstration of our new food processor.

DOUBLE SPACE

To take advantage of this opportunity, sign the enclosed card and drop it in the mail. We will set up an appointment at your convenience.

DOUBLE SPACE

Sincerely yours,

4 RETURNS

Janet Reilly, Manager

DOUBLE SPACE

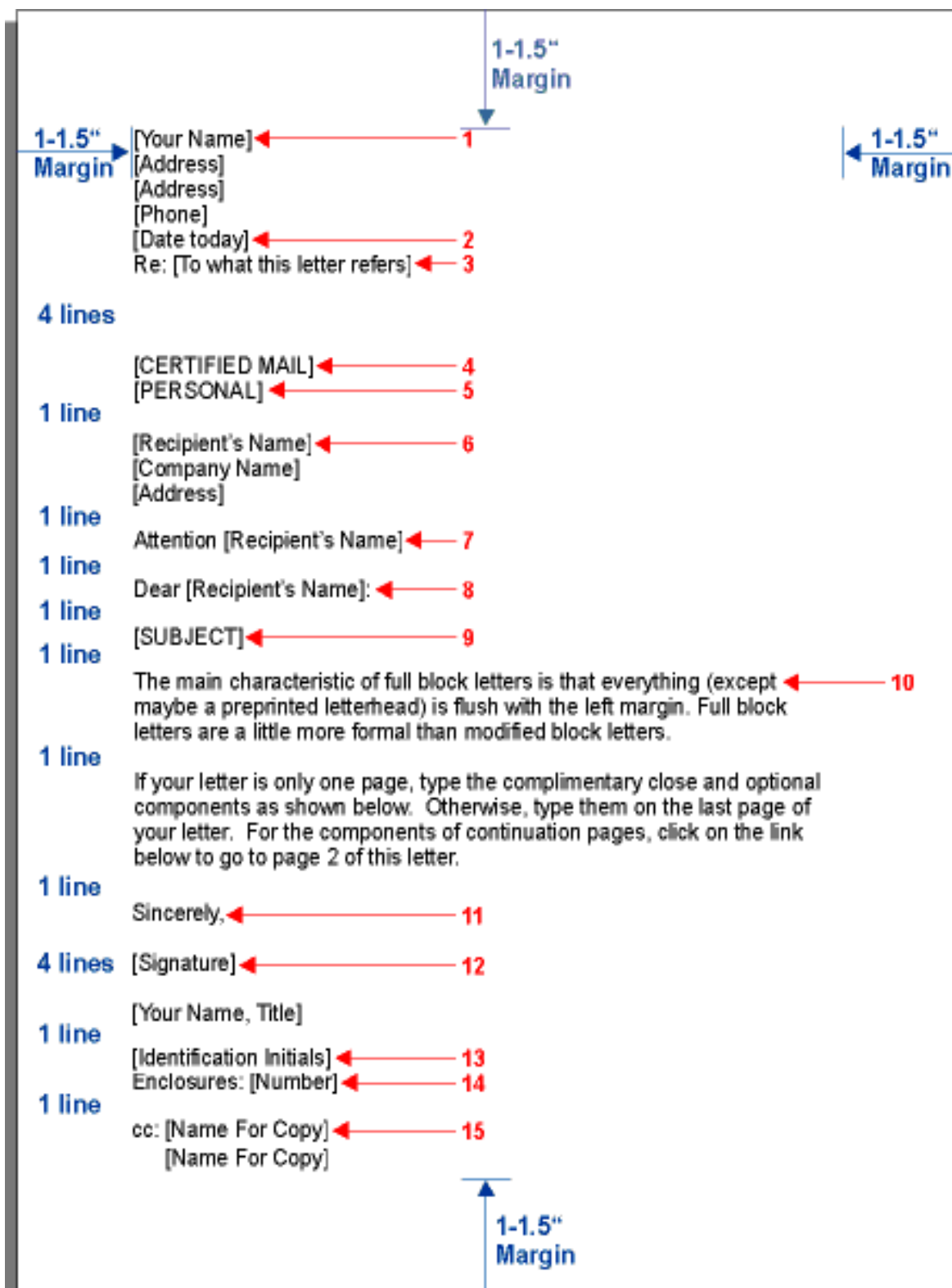
urs

DOUBLE SPACE

Enclosure



the modified block format,



# the simplified format

100 Freeway Exchange  
Provo, UT 84610

**Northwest Hardware Warehouse** (801) 555-4683

Line up everything at left margin.  $\updownarrow$  2-6 spaces depending on length of letter.

June 20, 2007

Mr. James E. Murphy, Accounts Payable *Title could be on a separate line.*

1" - 1 1/2"  $\leftarrow$  Salt Lake Equipment Rentals  
5600 Wasatch Boulevard  
Salt Lake City, Utah 84121

Use first name in salutation if you'd use it on the phone. Dear Jim: *Colon in mixed punctuation*

The following items totaling \$393.09 are still open on your account. ¶ 1 never has a heading.

**Invoice #01R-784391** *Bold heading*

After the bill for this invoice arrived on May 14, you wrote saying that the material had not been delivered to you. On May 29, our Claims Department sent you a copy of the delivery receipt signed by an employee of Salt Lake Equipment. You have had proof of delivery for over three weeks, but your payment has not yet arrived.  $\leftarrow$  1/2" - 1"

Please send a check for \$78.42. *Single-space paragraphs. Double-space between paragraphs.*

**Voucher #59351** *Triple-space before new heading.*

The reference line on your voucher #59351, dated June 11, indicates that it is the gross payment for invoice #01G-002345. However, the voucher was only for \$1171.25, while the invoice amount was \$1246.37. Please send a check for \$75.12 to clear this item. *Do not indent paragraphs.*

**Voucher #55032**

Voucher #55032, dated June 15, subtracts a credit for \$239.55 from the amount due. Our records do not show that any credit is due on this voucher. Please send either an explanation or a check to cover the \$239.55 immediately.

**Total Amount Due** *Headings are optional in letters.*

Please send a check for \$393.09 to cover these three items and to bring your account up to date.

Sincerely,  $\updownarrow$  2-3 spaces

3-4 spaces  $\updownarrow$  Neil Hutchinson

Neil Hutchinson  
Credit Representative

cc: Joan Stottlemyer, Credit Manager

$\updownarrow$  Leave bottom margin of 3-6 spaces—more if letter is short.

and the memo format.



UNCLASSIFIED WITH SECRET ATTACHMENTS  
DEPARTMENT OF THE TREASURY  
WASHINGTON, D.C. 20220

JAN 31 2001

BRIEFING

MEMORANDUM FOR SECRETARY O'NEILL

**FROM:** Mark Sobel, Acting Assistant Secretary, International Affairs *Mueller*  
**SUBJECT:** Briefing for NSC Principals Meeting on Gulf Policy  
**DATE AND TIME:** 3:00 p.m.-4:30 p.m., Thursday, February 1, 2001  
**LOCATION:** White House Situation Room  
**PARTICIPANTS:** Principals + 1  
**PURPOSE:** To review the current state-of-play (including a CIA briefing on Iraq) and to examine policy questions on how to proceed.

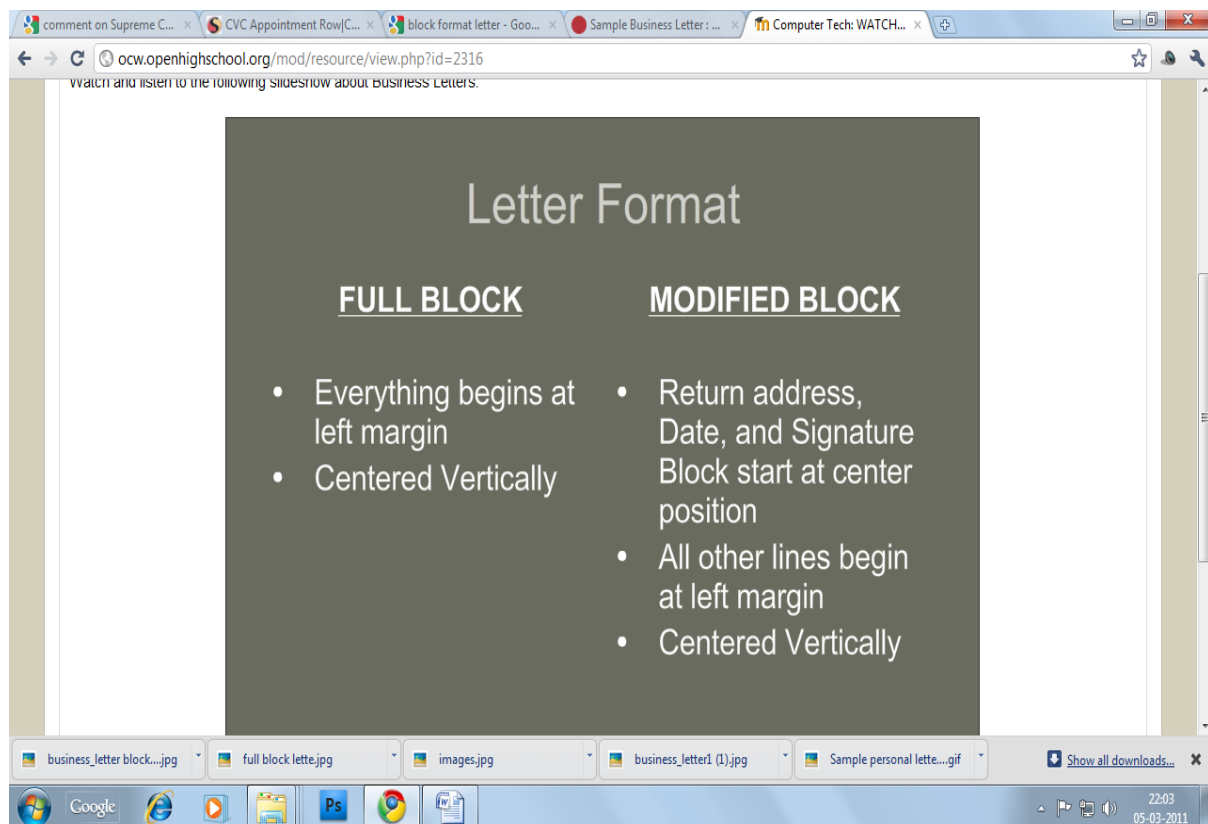
ATTACHMENTS:

Tab A: Agenda and Policy Questions (from NSC) -- **SECRET**  
Tab B: Economic Background on Iraq (from Deutsche Bank)  
Tab C: Executive Summary: Political-Military Plan for Post-Saddam Iraq Crisis (interagency working paper) -- **SECRET**  
Tab D: Summary of United States Sanctions on Iraq  
Tab E: "Iraq Sanctions Regime," State Department, for use in public statements

cc: Kenneth Dam  
Joe Engelhard  
Steve Radelet

Let's first study the full block format, now the full block format is like when all the things are written from the left margin and then the open punctuation is there, what do you mean by an open punctuation? Here we don't put full stop or comas, genuinely we take the letters of the computer, start from the left margin and everything, right from the address to the salutation, to the body of the letter and to the last paragraph, you are not indenting any line, so this is the full block letter which you genuinely designing.

These are the most popular format used in the modern business scenario because this is the easiest way to design letters.



Then is the semi block format, now this is little less formal and this is a kind of a style which was used previously, now also it is popular but now the most popular scheme or the most standardized scheme is the full block format but semi block formats are also in way and in practice, here it is basically you have indented paragraphs and the paragraphs do start by leaving a certain kind of margin from the main block. Here the date, complimentary and the salutation, everything is indented, the letter head when the address is given above is on the right hand side. Then is the semi block format in terms of the punctuations, now punctuations would be closed punctuation that is you have to put the comas and the full stop in the semi format.

Then come to the block format, we have studied the full block format, now we are studying the block format. In this you have the UN indented paragraphs, dates and complimentary lines are on the right side, reference line is genuinely with the date, inside address, subject and enclosures are of the left side of the margins. Now the modified block format would include the indented, double spacing, date, complimentary, closure and signature and open punctuation, open punctuation is that we don't put the full stop and the comas. Now what is the difference between a semi block and a modified block format, the semi block format use punctuations while modified block format use open punctuations. In modified block format, the subject line is aligning to the left margin while semi block form, indention is used.

## **5. THE BASIC CONCERNS FOR WRITING A GOOD LETTER**

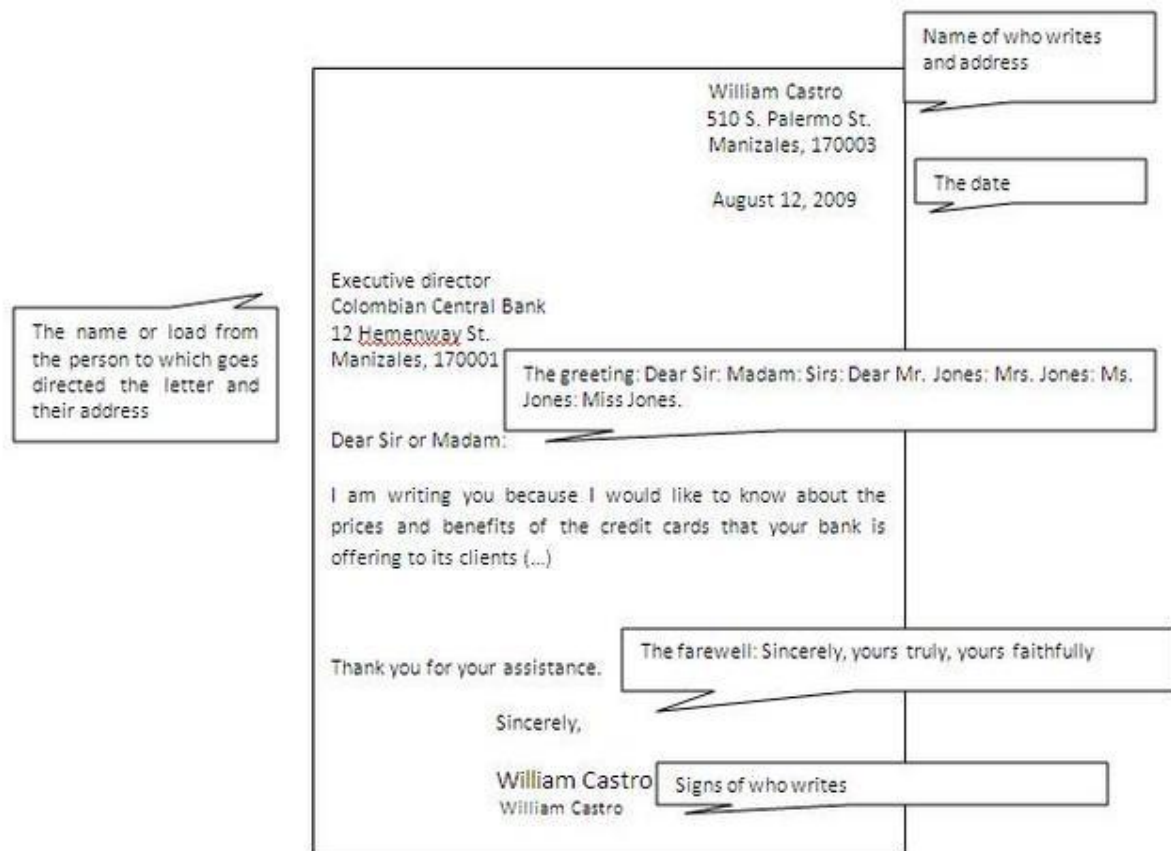
Now let's study the basic concerns for writing a good letter. The paragraph concern is important, the language is important, the emotional appeal is important, the feel and the sensing is important, try to increase the coherence of the letter, try to improve the word choice, words are important because they are the powerful and the important source of conveying the meaning to your statement.

When you take the paragraph patterns, you have to genuinely decide what is the topic? Make specific assertion, use topic and sentences carefully, try to give body to your paragraph or when you have a coherence, coherence means genuinely a kind of weight or it is a kind of new information or it is related, coherent is something which is joint, it's join together is the statement have to be taken from part to another like when you start stating something, you have to start from old to new or from less refined to more refined or from less modern to more modern. See a kind of a pattern has to come, you cannot state something like what happen in 1960's, then you come what happens in 1940's, then go back to 1980's, so this kind of genuinely a statement which genuinely relates to different era if it is not design in a proper sequence, then the letters will not be coherent.

So coherence is basically putting everything in sequence, if you are issuing something in terms of dates, try to design it in terms of evaluation, try to design things, how they have evolved in taking a better shape. So in this, basically you have to improve the choices in terms of the consistence. Try not to used empty words, try not to use UN necessary words and always try to use action verbs; these will give more meaning to your letter. The rhetoric style of writing is very popular in business concerns where your purpose has to be clear, your content has to be genuinely stated in terms of being specific, and your audience has to be genuinely decided who is the audience? Values are important in terms of reflection, values is basically your perceptions and for what you exist and then fitting in that is what you want to demonstrate as to genuinely fit into these kind of the statements you are taking. Now how to set a formal letter would be something like you given the address in the right side and then may be a letter head where you have putting a kind of the address on the company's name on the letter head only.

Then to whom you are writing, then is the address, now this is the first paragraph of my letter, it is short in formal, this introduces the letter, now come to the second part, the following paragraph is genuinely formally design, this will contain the purpose of the letter, this is the final paragraph, this will conclude with the thoughts and the fashions and the trends you want to associated with. Then you write your sincerely, put open punctuations or closed punctuations depending on your choice, leave two spaces and then is Mr Jones or Mr Shan, whatever you want to write.

## Formal letters do contain a layout



in which the address and the issue become important. The format, the audience and the purpose has to be decided. They have to go with the purpose of the organization, they have to go with the purpose of the business, business letters cannot be personal, you have to be professional, don't try to be too friendly with the audience, try to maintain a distance with the relationship because here the relationship even the person who is your friend informally has to be professional on the letter. So the basic purpose of writing a business letters is genuinely coming to the legal kind of a joining statement where both the parties do join together in form of a communication which genuinely solves a certain kind of purpose. Part of the business letter would genuinely define the date line, the inside address, the salutation, body, complementary lines, signature and the writers identification.

Now whatever I am saying, I will show you on the basis of format, let see this diagram, here you will understand everything, this is genuinely first, we have shown you this beautiful diagram in which company's name could be on the letter head, then this is the date, then this is the inside address, this is the salutation, the inside part is the body, here you have the complementary closing line, then you have the space, then is the writers identification and then again a space and the enclosure, on these arrows, side arrows, basically show you the margin.

## **6. HOW TO WRITE APPLICATIONS**

Now let's learn how to write applications. Applications are written for job or for an interview. Never try to personalize your application, try to know the job and then respond to the company, try to research the company on the website focus on the skills you have with you and try to match those skills with company's profile. Never ask somebody else to write your application, try to specific and design the letter yourself because it is who you have to speak to the company so you have to use a high quality of genuinely paper quality and the size of the paper should be A4 or A8 1/2 \* 11 inches and the margin genuinely have to be proper that is one inches on all sides. So applications are genuinely design in such a way that they connectivity the company's profile.

The applications are also followed by the follow ups. What is a follow up? This is the confirmation of an interview, thank you letter after the interview, feedback for the status of the application requesting for additional time to take a decision or an accepting an offer and turning down an offer. See wherever you have applied, now if the letter has been not responded, or your application has not been responded, you genuinely have to take up a follow up. Now the follow up would relate to the reference number to which you have previously retain the application and then genuinely have to state again why you won't this job and how concern you are for the company, how it is important for you to get into the company.



So once you start following up may be after some time the company will respond to you, then thank you letter is important because after you get the response, you have gone for an interview, a kind of genuine acknowledgment is important, so even this is kind of formal letter where it is a kind of a practice to genuinely reply back to people in terms of return statements.

Then it is if you are not able to join at proper time or you want some time for the interview to be postponed then you have to write a professional and a requesting letter like whatever your problems are and if you're tied up with some kind of project. So you have to ask sometime for the company to suit your time to the schedule or even if you have got the letter from the company to join the job and you will join after 1 month but try to give acceptance letter in terms of confirmation. This acceptance letter will built up a positive relationship of you with the company.

Then if you are not able to join because of some serious reasons or you are tied up with some other projects then try to state the reasons of not being associated with the company. These little practices of writing letters for issues which is genuinely post follow up are important because once you break a relationship with company, one this will carried to the other company also because we are connected to the people on phone calls. People do believe in complete relationships of saying yes or no to the company. It is important to say 'Yes' but it is more important to say 'No'. So when you are saying 'No' also this has to be stated and written consensus to the company. So these kinds of little things are important to make your life comfortable and to solve your some problems of being rude to the people. So these basic letters will put you in a better shape to design application and to be connected with the organisation.

Now let's see when you write an application for an academic purpose, you want to take an admission in an interview, you want to apply for research project or you want to apply for some organization where you have applied in terms of academics so what is the process how will your application will be accepted or what will be the total process the application has to pass through.

Let's see in this diagram, first is you have submitted an application that is you have applied for the post or the project or the kind of the admission you want to the academic institute. Then the classification will be done by the people. Classification will be for subjects like it is for history, geography, science or maths, engineering, these kinds of classification will be done by the people. Then will be peer reviewed, the peer review will read all the application, put the comments, what is the status of a person in terms like are you related or complete the qualification you match with the kind of the requirements you have? Then you have review panel meeting, all these experts will meet and discuss these applications together.

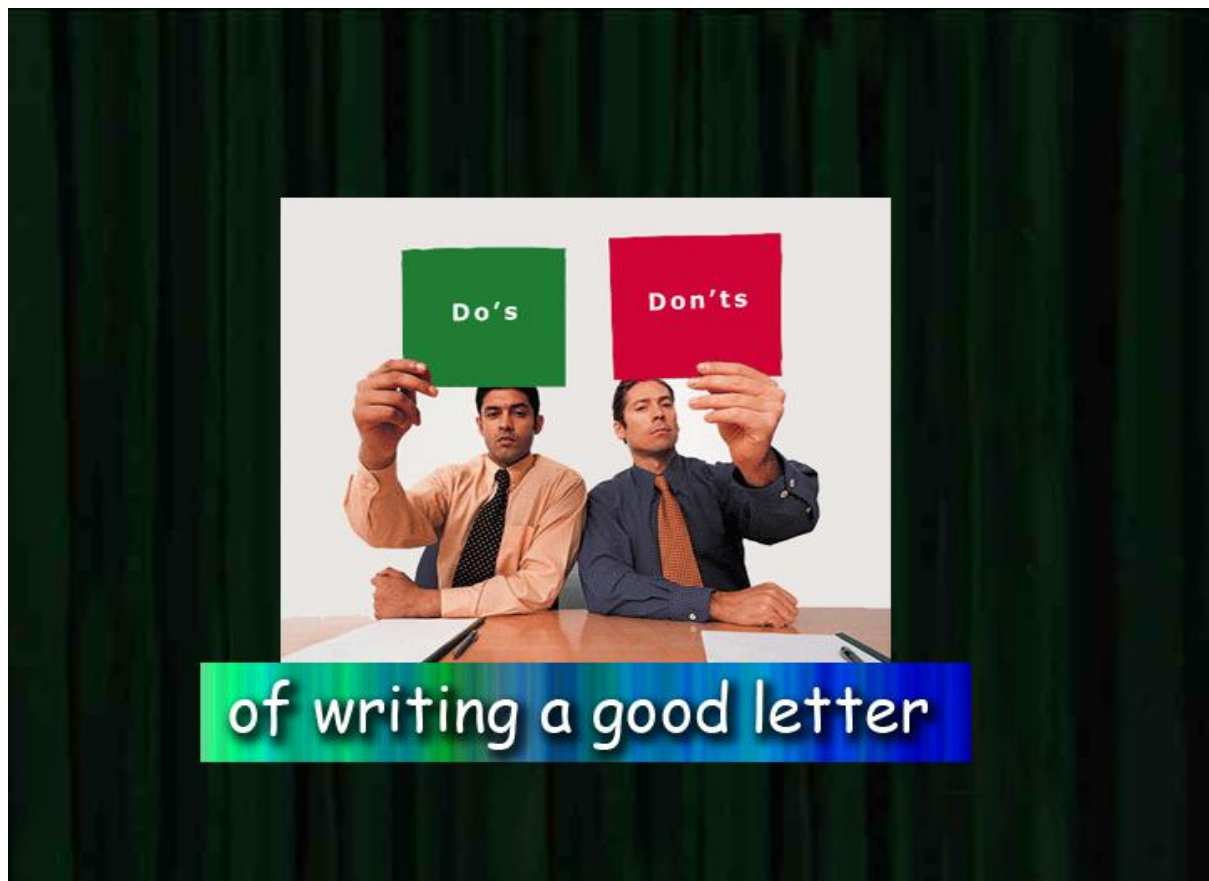
And then the decision by the research counsellor or the member of the board of the directors of the organisation or admission body will take up. After the approval of this body, the application will be accepted or rejected. So you can imagine how important it is to write an application in a correct way. Because it is peer reviewed goes to the board of directors, it basically passes through so many procedures or processes before acceptance or a rejection comes to you. Application is an important part of the systems to sustain, application is important part of connections, and applications are important part of applying.

They have to be technical and professional because they connect you to the positions in the organisation. It is legal and it is duty of all the applicants to design correct applications, the art of application writing is unique and the art of applying is genuinely in details. It has to be simple, it has to be professional and it has to be concise. Applications do built up a relationship of person with the organization. The instructions for writing application are as follow, first is trying to the print the application clearly think about the answers before you write them, and then don't write to indicate the specific salary you want, keep the information consistent, turn negatives into positive. Don't leave blank spaces, don't be unclear, don't use correction flutes, and don't write a script. What is an important part to write an application is try to make copies of the applications so that you are sending too many people in the organization and keeping the photo state of the application with yourself also.

So try to write them neatly and cleanly, whatever you putting it make sure that everything is suppose to be correct and everything which you have given in the application has to be genuinely legal and in terms confirming to your status. So these are the basic instructions when you design applications, the application if they are simple and they are appealing would genuinely give you connection to the organizations.

## 7. THE DO'S AND DON'TS OF WRITNG A GOOD LETTER

Now let's study the do's and don'ts of writing a good letter.



See when you write a letter, try to use plain English, try to use active voice, try to use every day words and not technical words, try to present things in simple way, try to select the words of importance and try to select a strategy which is strong for the organization.

The don't for writing a good letter would be don't try to put humour in your letter, don't try to drag and put over confidence in your letter, don't try to teach people, don't try to write strong words and don't try to be rude in your letter. These things are important when you write a letter because each emotion or each feeling which you convey through the letter would genuinely put you in a better or a bad shape for the company profile. The letters genuinely have to be persuasive and meaningful; the letters do must have the ability to arouse attention, interest, desire and to take action. If your letter is related to these appeals, you will be basically able to design the purpose for the organization.

When you have completed the letter, try to do a proof reading, what is proof reading, it is the editing of the letter, each word has to be read twice before you sent a letter outside the organization because you are playing with the brand of the company, you are already established in the market, genuinely if you are starting with a new company, you have to be more careful because this is the kind of the connection which you are going to built with the people. So the letter writing in terms of proof reading is important, it has to be checked for spell check, the grammar, for the kind of the margin, for the spacing and also the quality of the paper and the cover design is important. The quality has to be genuinely good because it basically reflect the character of the organization.

Any kind of mistake on the letter puts you at a lower edge,

**EDITING MARKS**

¶ Amnesty International is a worldwide human rights organization. There are over 1,000,000 members in A.i. and more than three hundred thousand of them live in the USA.

*spell* *use figures* *paragraph* *period* *capitals*

*transpose* sp. **International Amnesty** memmbers write letters to governments that are hurting people or are allowing people to be hurt.

*no paragraph* *spelling* *separate*

*flush left* When Soldiers or police are harming ordinary people Amnesty Inter\_national finds out. The headquarters of A.I. in London sends this information all the world to committed letter-writers.

*join* *over*

→ Government officials receive hundreds or thousands of letters from ordinary people protesting the mistreatment of detainees. Governments do not like to be looked upon as cruel, barbbaric, and uncivilized, even when they are being cruel, barbaric, and uncivilized!

*indent* *lower case* *erase* *boldface*

so before sending a letter, you have to be careful in terms of taking letter to better precise and concise way of writing. The seven C's of writing a good letter are first is try to be clear, concise, correct, courteous, conversational, convincing and complete.

So these are the basic of letter writing, I have given you something about writing formal letters, how to write applications, the basic rules governing the ethics of writing the letter which is an important part of the business communication.

**Your Street Address**  
**City, State Zip**

1800 Stone Ridge Street  
Los Angeles, CA 90001

**Month Date, Year**

December 4<sup>th</sup>, 2008

Ms. Michelle Johnson  
President, Johnson Family Center  
344 Western Lane  
New York, NY 10027

**Mr./Mrs./Ms./Dr. Full Name of Recipient**  
**Title of Recipient, Company Name**  
**Recipient Street Address**  
**City, State Zip**

Dear Ms. Johnson

When using indented format, you will need to indent on the first on every paragraph including the first paragraph, body paragraph, and the closing paragraph. Margins on all sides should be 1-inch to 1.15-inch. Start the first paragraph by introducing yourself in a friendly way and then state the purpose of your letter. Know your audience because it's very important that you keep their attention. Remember, you are not writing to yourself, think in term of the recipient and write passionately. Use a couple of sentences to explain the purpose, but save the detail for the body paragraph(s).

Make sure to indent on every paragraph. Start the body paragraph by justifying the importance of the main point. In the next few paragraphs, continue justification with background information and supporting details. Body paragraphs are where you offer solutions, advices, suggestions, or proposals. Write as many body paragraphs as you want, however, keep it short and straight to the point, you do not want to bore the reader to death or look like you're writing a school essay.

In the closing paragraph, you should restate the purpose of the letter and, in some cases, request some type of action. Remind the reader where they can contact you and make sure to close the letter in a friendly manner.

**Closing**

Sincerely,

**Leave 4 Spaces and Sign Here**

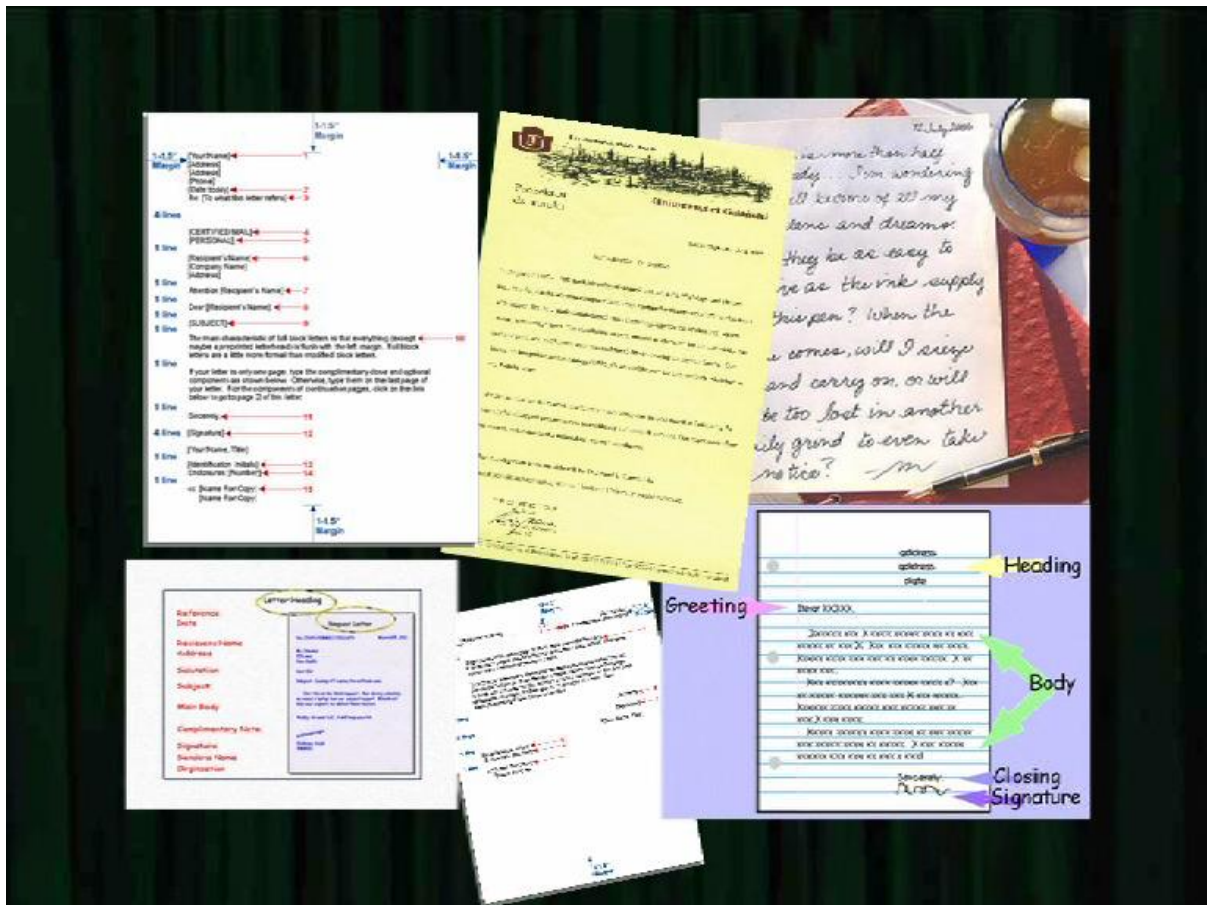
**Print Full Name**  
**Your Title, Company Name**

Matt Smith  
Owner, LA Bike Shop

Enclosure

**If You Have Attachment, Use Enclosure or Enclosures (#)**

Letter writing genuinely is a part of communication in terms where it is design in terms to connect people and organizations.



I hope the students must have understood the basics of letter writing, letter writing is important not only for businesses but for professional right also. A person, who cannot write a letter cannot do a job, cannot do a business, so letter writing is important for your survival because you are surviving in the world where you have to be connected with the society and with the organization. Any connection needs writing and writing needs formatting and formatting needs designing in term of letter, so genuinely I feel the students must have understood the basics of letter writing, thank you students.