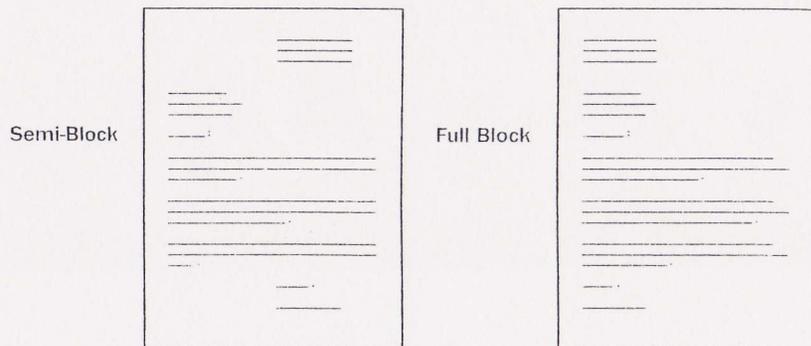


377 Form of the Business Letter

A letter must be professional and look professional—neatly typed or printed on good quality paper. (See the guidelines below.)



Letter-Writing Guidelines

- Use a consistent style: semi-block or full block.
- Avoid worn-out ribbons and poor dot-matrix printers.
- Use margins left and right, top and bottom, from 1 to 1.5 inches.
- Center the letter vertically (top to bottom) on the page.
- Present your information completely and in the correct order so that your reader can file or reply to the letter easily.

378 Parts of the Business Letter

The **heading** gives the writer's complete address, either in the letterhead (company stationery) or typed out, plus the date.

The **inside address** gives the reader's name and address.

- If you're not sure who to address or how to spell a person's name, you could call the company for the information.
- If the person's title is a single word, place it after the name and a comma. A longer title goes on a separate line.

The **salutation** begins with *Dear* and ends with a colon, not a comma.

- Use Mr. or Ms. plus the person's last name, unless you are well acquainted. Do not guess at Miss or Mrs.
- If you can't get the person's name, replace the salutation with *Dear* or *Attention:* plus the title of an appropriate reader, such as *Customer Service Department, Sales Manager, or Personnel Manager*. DO NOT use *Dear Sir* or *Gentlemen*.

379

The **body** should consist of single-spaced paragraphs with double-spacing between paragraphs. (Do not indent the paragraphs.)

- If the body continues on a second page, put the reader's name at the top left, the number 2 in the center, and the date at the right margin.

For the **complimentary closing**, use *Sincerely, Yours sincerely, or Yours truly* followed by a comma. Capitalize only the first word.

The **signature** includes the writer's handwritten name plus the typed name.

- When someone types the letter for the writer, that person's initials appear (in lowercase) beside the writer's initials (in capitals).
- If a document (brochure, form, copy, etc.) is enclosed with the letter, the word *Enclosure* or *Encl.* appears below the initials.
- If a copy of the letter is sent elsewhere, type the letters *cc:* plus the person's or department's name beneath the enclosure line.

Heading	Savannah Chamber of Commerce 105 E. Bay Rd. Savannah, GA 31404-0012 October 19, 1993
	Four to Seven Spaces
Inside Address	Ms. Charlotte Williams, Manager Belles Lettres Books The Delta Mall Savannah, GA 31404-0012
	Double Space
Salutation	Dear Ms. Williams:
	Double Space
Body	Welcome to the Savannah business community. As the Chamber's Executive Director, I'd like to thank you for opening your store in Delta Mall. Belles Lettres is a welcome addition to the town's economy, especially with the store's emphasis on Southern authors. I wish you success. For this reason I encourage you to join the Chamber of Commerce. Membership gives you a voice in your community's development and access to promotional materials. I've enclosed a brochure about our work in the community. If you decide to join, I could set up a ribbon-cutting ceremony within two weeks. You would meet other members of the Chamber and receive some useful news coverage. I look forward to hearing from you.
Complimentary Closing	Yours sincerely,
	Double Space
Signature	<i>Ardith Lein</i> Ardith Lein
	Four Spaces
Initials Enclosure Copies	AL:nk Encl. membership brochure cc: Peter Sanchez
	Double Space