

# COMPONENTS BUSINESS LETTERS

## The seven parts of a business letter

Though many types of letters have certain formatting requirements and include a variety of information, there are a few components that are consistent across most business letters, including:

### 1. Contact information

This step is essential, especially when ending a physical copy of a business letter. Your contact information should include your name, phone number, and business address or email address.

### 2. Subject line

A subject line is used when sending a business letter via email. This brief line often includes a few-word summary of the purpose of your letter.

### 3. Greeting

The formality of the greeting will depend on the type of business relationship you have with the reader. If you are looking for a new job, your greeting should be formal. If you are sending a quick follow-up to a customer that you have already created a relationship with, then you might choose to use their first name.

### 4. Introduction

The introduction describes the purpose of the letter and what you are hoping to achieve with it. This is your chance to grab the reader's attention with information such as a discount on a product you sell or that you're inquiring about an open position.

### 5. Detailed information

The body of your business letter includes specific details about your purpose, including asking or answering questions and providing additional information.

### 6. Conclusion

Your conclusion should leave the reader with a call to action, such as how the reader can order a product or reach out to you for more information.

### 7. Signature

A signature can be as simple as writing your name or as complex as including your credentials and certifications. How you sign a business letter will also depend on your current relationship with the reader.

## Business letter tips

Here are a few guidelines to keep in mind when writing a business letter:

- **Customize your letter.** All business letters should be written explicitly for their intended recipient. For example, a cover letter should state why you want to work for that particular company.
- **Be punctual with delivery.** Timely business letters can demonstrate your time management skills to a prospective employer or let your recipient know that you value their time.
- **Consider the method of delivery.** Your relationship with the recipient, the type of letter and the level of urgency may influence whether you send it via email or traditional mail.
- **Choose the appropriate level of formality.** The majority of business letters you write will be worded professionally. Your relationship with the recipient, the type of letter and your intent may dictate the formality of the language in your letter.
- **Limit your letter to one page.** Concise business letters that quickly get to the point are more likely to be read in full. Evaluate each paragraph for relevancy, and only include information the reader needs to know.

# Business Letter Format

## Date

February 1, 20XX

## Name and address

Deborah Jones  
ABC Company, Inc.  
1234 East Main Street  
San Diego, CA 92101

## Greeting

Dear Ms. Jones,

## Opening paragraph

I am submitting this request for a leave of absence to tend to important personal matters beginning next month. If possible, I would like to take my leave beginning March 15 and return to the office April 3, 20XX.

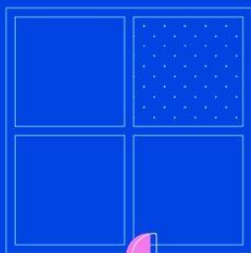
## Closing paragraph

I can make myself available intermittently to answer questions via phone or email, and am happy to do whatever necessary to ensure a smooth transition before my leave begins.

## Complimentary close and signature

Thank you for your consideration.

Sincerely,  
Johanna Jansen



## **Business-to-business example**

*From: Lee Collins  
CEO, Green Farm Organics, Inc.  
123 Main Street North  
Seattle, WA. 98101*

*March 10, 2019*

*To: Lynn Gregory  
CEO, TruMethod Naturals, Inc.  
4567 South 22nd Ave.  
Seattle, WA. 98101*

*Dear Mr. Gregory:*

*I, Lee Collins, am writing on behalf of Green Farm Organics regarding our company's entry into a new market in Seattle, Washington. I am writing to introduce our company to you and provide some information about the organic and natural foods, supplements and additional wellness products we provide. We are currently operating in markets located in California, Oregon and Colorado and are excited to be expanding our reach to the Seattle area.*

*As we are in the same market industry and offer similar products, I felt it reasonable to extend salutations and suggest we meet to discuss how we can work together to better serve our customer base. At Green Farm Organics, we provide food and supplemental health and wellness products that help our customers improve and develop their overall health and well-being.*

*Also, it is clear that your organization goes beyond natural and organic food and health products to offer clients services that further support customers in developing optimum health. Our business does not offer these types of services at this time, and I believe we at Green Farm Organics can work with your organization to not only provide high-quality products, but health support services as well.*

*Please find enclosed a list of our products and price points, as well as our ideas for wellness support services that our businesses may partner on. Please feel free to contact me at your earliest convenience to discuss our ideas and any questions you may have regarding this request.*

*Thank you, and I look forward to hearing from you.*

*Kindest regards,*

*Lee Collins, CEO  
Green Farm Organics, Inc.*

## **Business-to-customer example**

*From: Green Farm Organics  
Lee Collins, CEO  
123 Main Street North  
Seattle, WA. 98101*

*March 10, 2019*

*Dear reader:*

*I am Lee Collins, CEO of Green Farm Organics. We are an all-natural and organic product provider helping our customers improve their health and well-being through non-GMO and organic foods, supplements and other natural health products. We are FDA-certified organic, and we are excited to be expanding our market to your neighborhood! We will be celebrating our new location's grand opening this coming weekend.*

*As a special promotion, we are extending a 20% discount on all products in our store to the first 100 recipients to arrive. This is a first-come-first-serve basis, and I wanted to share it with you personally!*

*Please join us at our promotional event and grand opening this weekend, March 15, from 10:00 a.m. to 3:00 p.m. where you can participate in a raffle and sample some of our organic and natural foods.*

*We hope to see you there!*

*Warmest wishes from all of us here at Green Farm Organics,*

*Lee Collins, CEO  
Green Farm Organics, Inc.*