



business correspondence includes

letters, memos, faxes, cvs, emails

four considerations of a business letter

1. subject (what you are writing about)
2. audience (who you are writing for)
3. purpose (why you are writing)
4. style/organization (how you are going to write the letter)

four principles in business letter writing

1. short
2. simple
3. sincere
4. strong

the seven Cs of style

1. conversational (write the way you speak)
2. clarity (language should be adopted to the recipient)
3. concise (eliminates all unnecessary words)
4. complete (include all information that the reader should know)
5. concrete (use specific terms that cannot be misunderstood)
6. constructive (use words and phrases that set a positive tone)
7. correct (check spelling and punctuation)

types of formats

1. block letter format
2. semi-block format
3. modified block format
4. modified semi-block format

A memorandum

It is a note, document or other communication that helps the memory by recording events or observations on a topic, such as may be used in a business office

parts of e mail

1. to, cc, subject
2. salutations
3. introduction
4. purpose of the writing
5. request
6. looking forward
7. salutations

conversational

write the way you speak



clarity

language should be adopted to the recipient

concise

eliminates all unnecessary words

complete

include all information that the reader should know

concrete

use specific terms that cannot be misunderstood

constructive

use words and phrases that set a positive tone

correct

check spelling and punctuation