



BUSINESS WRITING

Business Writing

Follow these rules

- State your purpose
- Be straightforward, clear, concise, objective and courteous
- Observe conventions of grammar and usage

Business Writing

Topics to cover

- Business letters
- Envelopes
- Job Applications
- Résumé or Curriculum Vitae

Business Writing

➤ Demands:

EFFICIENCY but not HASTE

Business Writing

Three overlapping stages of the writing process:

- Developing
- Drafting
- Revising

Business Letters

7

Business Letters

- Format
- The letter
- The envelope

8

Business Letters Format

Using a standard form

- Unlined white paper (8.5" × 11") or
- Letterhead stationary (address printed on top of the sheet)

9

Business Letter Format

Letter is typed

- Single-spaced with double space between elements
- On only one side of a sheet

10

Business Letter Format

Two most common forms

- The full block
- The modified block

11

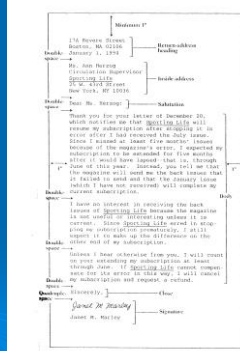
Business Letter Letter

- Business letter in The BLOCK Style

12

BLOCK STYLE

- **Return-address heading:** Your address and the date. Align all lines of the heading on the left.
- **Inside address:** Shows the name, title and complete address of the person you are writing to.
- **Salutation:** Greets the addressee. It is followed by a comma (,). If you are not addressing someone whose name you know, use a job title (Dear Personnel Manager or Dear Sir/Madam).
- **Body:** Contains its substance begin at the top margin. Instead of indenting the first line of each paragraph, place an extra line of space between paragraphs so that they are easily visible.
- **Close:** The close should reflect the level of formality in the salutation. For formal letters, Yours sincerely, Respectfully, Cordially are common closes. For less formal letters, Warmest regards, Regards, Best wishes.
- **Signature:** Falls below the close and has two parts. One is your name typed on the bottom line below the close. The other is your hand written signature.

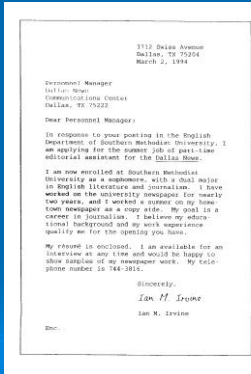


Business Letter Letter

➤ Business letter in The MODIFIED Style

The Modified Style

- **Return-address heading:** Your address and the date. Align all lines of the heading on the left. Placed to the right of the center of the paper.
- **Inside address:** Shows the name, title and complete address of the person you are writing to.
- **Salutation:** Greets the addressee. It is followed by a comma (,). If you are not addressing someone whose name you know, use a job title (Dear Personnel Manager or Dear Sir/Madam).
- **Body:** Contains its substance begin at the top margin. Instead of indenting the first line of each paragraph, place an extra line of space between paragraphs so that they are easily visible.
- **Close:** The close should reflect the level of formality in the salutation. For formal letters, Yours sincerely, Respectfully, Cordially are common closes. For less formal letters, Warmest regards, Regards, Best wishes. Placed to the right of the center of the paper.
- **Signature:** Falls below the close and has two parts. One is your name typed on the bottom line below the close. The other is your hand written signature. Placed to the right of the center of the paper.

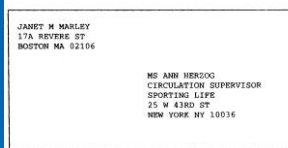


Important Points

- Use a clean white piece of paper
- Only use one side of the paper
- Use an additional page if you need to
- The letters should be typed if possible
- There should be equal margin space left on each side of the letter
- Use short sentences
- Explain your purpose clearly
- Prepare two copies of the letter keep one for yourself
- Use punctuation
- Do not use shorter version of the person's name

Envelope

- Should show your name and address in the upper left corner
- Addressee's name, title and address in the centre
- Fold paper horizontally in thirds
- Use all capital letters and no punctuation



JOB APPLICATIONS

19

Writing plan

20

UNDERSTANDING ADVERTISEMENTS AND REPLYING TO THEM

Points to Note

- The general type of job
- Exactly what job is being advertised
- What kind of applicant (age, experience) the employer is looking for, and whether it is a job you should apply for
- What the advertisement shows about the most important aspects of the job

Points to Note

- To whom the letter should be addressed
- Whether a general letter, with or without a CV, is asked for, or whether the letter should be to ask for an application form (and if so, whether personal details should be included)

Points to Note

- General points, such as where the job is, what the working conditions are, what the salary is; and anything else referred to in the advertisement
- What the advertisement says about the specific attributes (characteristics) needed by a successful applicant for the job

Advertisement for a job

JUNIOR ACCOUNTANT

Accountant requires assistant, preferably with previous experience. He/she must have an aptitude for figures. As the firm has many clients with businesses in Europe, fluency in English, French and German is essential.

Generous salary and benefits are offered.

Write enclosing a CV to:

**Mr Johnson Anderson, Milne, Nation and Partners,
Lynn House, King's Road, Poynton BV6 8MN.**

Points to note with this advertisement

- No age limit is mentioned, but as it is for a junior position it must be for someone fairly young
- Although someone with previous experience would be preferred, the firm is prepared to consider a beginner
- Knowledge of three languages is required
- CV needs to be enclosed

Replying to this advertisement

Dear Mr. Anderson,

A Friend in England sent me your advertisement which appeared in last Saturday's Daily Standard.

I would like to work in England and gain experience in an accounts office. I have kept the accounts for my father's jewellery business for the last two years, but owing to ill-health he is selling the business. I can speak and write in French, German and English.

I enclose my CV and if required I could come to England for an interview.

I hope to hear from you soon.

Yours sincerely,

Miss Mirjam Ott

Points to Note in the Reply Letter

- The writer explains how she received the advertisement
- Details are given of her previous experience and her fluency in three languages

Job Application Letter

- Taking care of your job application letter
- Preparation
- The letter
- On-spec applications
- Do...
- Don't

Job Application Letter

- **Taking care over your** application letter is vital
- **Letter should be**
 - To the point
 - Easy to read
 - Should give facts not opinions

Job Application Letter

- Get it RIGHT.
- It could mean the difference between **getting** an interview or **not**

Job Application Letter Preparation

- Individual approach:

Target your audience

- Research the company
- No two application letters should be the same

Job Application Letter The letter

- No longer than a page
- Should have a basic four (4) section format

Job Application Letter The letter

- 4 section format
 1. Should state: what job you are applying for and how you heard about the vacancy
 2. Should deal with qualifications and experience. (brief, CV will give most of the details.

Job Application Letter The letter

3. - Demonstrate that you have the necessary strengths to meet the demands of the work.
 - Connect your skills to the job.
 - Be positive, confident and specific.
 - Where possible back up your statements
4. Always include a closing paragraph which reiterates (repeats) your interest in the job and looks forward to discussing it further

Job Application Letter On-spec Applications

- Don't wait for a job to be advertised
- Writing to employers you would like to work for can give you a head start and shows initiative.
- Follow the same basic application letter guidelines
- Specify the type of work you want

Job Application Letter Do s

- Find out the name of the person your letter should be addressed to
- If an ad asks you to write to Ms M Jones write "Dear Ms Jones" **Don't** put the **initial** in the **salutation**, only **use** it in the **address**
- If it tells you to reply to Ms Margaret Jones, don't write Dear Margaret, use Dear Ms Jones. Never write Dear Madam

Job Application Letter Do s

- Use plain, white, A4 size paper and a standard size white envelope.
- No coloured ink
- Type applications unless a hand written is required
- Use simple sentences
- Check spelling and punctuation
- Sign your full name, not an initial

Job Application Letter Don't s

- Mention an aspect of the job you may be weak on
- A covering letter should focus on positive attributes
- Waste time and energy applying for positions you are very unlikely to be offered
- Include over flattering statements such as "your company is the most outstanding in the business".

Curriculum Vitae

Curriculum Vitae (UK) = CV
= Resume (USA)
= brief personal history

Curriculum Vitae

- A Curriculum Vitae (CV) :

Is an outline of a person's educational and professional history, usually prepared for job applications

Curriculum Vitae

- A CV is a marketing tool
- Ability to promote oneself

Curriculum Vitae

- Imagine a CV as being a brochure that will list the benefits of a particular service.
- The service being your time and skills
- When writing a CV look at it from employers point of view
- Do you stand out against the competition
- Would the manager want to talk to you for a possible job

Curriculum Vitae

- A CV is just the first step in the job search.
- It will be your first contact with potential employers
- CVs are required for ALL except the most junior jobs
- Are used as a basis for assessment and comparison of applicants for a job
- CVs provide information about an applicant, set out in a way that is easy to read.

CV Writing

A CV or Curriculum Vitae is:

- Your life history
- Your job history
- Your achievements
- Your skills

Curriculum Vitae

They should include:

- Name, address, and telephone number
- Date of birth
- Education (dates and places)
- Skills
- Previous employment and work experience
- Interests

CV

- Example of a CV

Jan M. Irvine
3712 Swiss Avenue
Dallas, Texas 75204
Telephone: 214-744-3816

Position desired
Part-time editorial assistant.

Education
Southern Methodist University, 1992 to present.
Current standing: sophomore.
Major: English literature and journalism.
Abilene (Texas) Senior High School, 1988-1992.
Graduated with academic, college-preparatory degree.

Employment history
Daily campus student newspaper of Southern Methodist University, 1992 to present.
Responsibilities include writing feature stories and sports coverage.
Abilene Reporter-News, summer 1993.
Responsibilities as a copy aide included routing copy, monitoring teleprinter, running errands, and assisting reporters.
Longhorn Painters, summer 1992.
Responsibilities included exterior and interior house painting.

References

Academic:	Placement Office Southern Methodist University Dallas, TX 75275
Employment:	Ms. Millie Stevens Abilene Reporter-News Abilene, TX 79604
Personal:	Ms. Sheryl Gipestein 24 Overland Drive Abilene, TX 79604