

Business Letters

The following is a general structure for informational business letters; however, this is not a template, and modifications may be necessary for composing this type of letter.

Letterhead. Most companies have stationary that has the company logo and contact information at the top. Generally, readers expect to see business letters on letterhead because it adds to the company's credibility; so, if this is available, it is advisable to use it for all business correspondence to outside customers or clients. It is generally not needed for internal letters or memos. If there is no letterhead, put the company's name and address at the top on left hand side (for block format).

Opening information. Then double space and put the date (month, day, year for the United States). Next you will put the name and address of the customer or client.

- **Introductory paragraph.** For an informational business letter, the introduction can go several ways. It can introduce the product or service or it can establish a problem for which the reader will want to know a solution.
- **Body paragraphs.** Body paragraphs will follow the lead made in the introduction. This is where you give details about the product or service and explain how it will solve a problem you think the reader faces.
- **Closing paragraph.** Here is where you might give your strongest point or last pitch and provide contact information.
- **Complementary close.** The letter should end with a close like, Sincerely or Best or Respectfully.
- **Signature block.** Sign your name and include your title.

Format of business letters. Business letters are written single-spaced and generally in a block format, which means that everything is aligned to the left margin. In block format, paragraphs are generally not indented, so double space between paragraphs.

A visual example layout and format of a block formatted business letter as described above can be seen below by scrolling down.

MT480 Unit 1 Assignment 2

[Example block formatted business letter described on page 1.]

XYZ Corporation
16 Heritage Business Park
Boston, Mass.

8/2/20XX

Ms. Carla Tencher
Pilot Airways
Sentry Valley, CA. 22203

Dear Ms. Tencher,

[Body of the letter]

Sincerely,

[Signature goes here]

Richard Tobi, V.P.

Production