



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

## A BUSINESS LETTER - INTRODUCTION

A business letter is formal, it is often sent to unknown people..  
Here are a few tips for writing it:

- Never use contracted verb forms. (~~don't~~ – ~~do not~~; ~~aren't~~ – are not; ~~it's~~ – it is, etc.)
- Never use exclamation marks (!) or dashes (-).
- Try to be as polite as possible. Use modal verbs (could / shall / would etc.)
- It is usual to begin the letter with an opening phrase and to end the letter with a closing phrase.
- Never forget to write your signature, the typed name and job position.
- If you enclose something to the letter, note ENCLOSURE in the very end.
- Use block style – do not indent paragraphs.
- First there is a company letterhead or the name and address of the writer.
- Then double space and include the date.
- You may include the references – “Our ref.:" / “Your ref.:"
- Include the address of the person or company you are writing to.
- The subject line is put either before or after the opening greeting.
- Double space (or as much as you need to put the body of the letter in the centre) and include the salutation. Include Mr for men or Ms for women, unless the recipient has a title such as Dr.
- Although there is not a comma after salutation, start the body of the letter with a capital letter.
- State a reference - reason for your letter (for example: "With reference to our telephone conversation...")
- Give the reason for writing (for example: "I am writing to you to confirm our order...")
- Make any request you may have (for example: "I would be grateful if you could include a brochure...")
- If there is to be further contact, refer to this contact (for example: "I look forward to meeting you at...")

- Close the letter with a thank you or a suitable closing phrase (for example: "Thank you for your prompt help...")
- Finish the letter with a salutation (for example: "Yours sincerely,")
- Include several spaces and type your full name and title
- Sign the letter between the salutation and the typed name and title
- It is usual to match the following:  
Dear Sir or Madam / Dear Sirs      Yours faithfully  
Dear Mr X / Dear Ms X Y      Yours sincerely

Here is a sample letter using some of these forms. Study it and point out the features mentioned above.

Benjamin Watts  
Bookseller's  
24 River Lane  
Manchester, BA 88766  
Great Britain

*Company name  
address*

11 January 2011

*Date*

Our ref.: CB/COM456  
Your ref.: WH/13/2010

*Reference*

William Fish  
Sales Manager  
Book Specialists Ltd.  
123 Lucky Road  
Dublin  
Ireland

*Address of the  
person/company you are  
writing to*

Order No 856 confirmation

*Subject line*

Dear Mr Fish

*Salutation*

With reference to our telephone conversation today, I am writing to confirm your order No. 856 for: 60 pieces of French-English dictionary.

*The body of the letter*

The order will be shipped within three days and should arrive at your store in about 12 days.

Please contact us again if we can help in any way.

Yours sincerely

*Salutation*

***Benjamin Watts***

*Signature*

Benjamin Watts  
Director of Bookseller's

Enclosure

*Enclosure*

## VOCABULARY

ARTICLES  
AWAIT  
BE INTERESTED IN  
CATALOGUE  
GOODS  
LOOK FORWARD TO (+ ING)  
MATTER  
REFER  
REFERENCE  
REPLY  
RETURN

ZBOŽÍ  
OČEKÁVAT  
ZAJÍMAT SE O  
KATALOG  
ZBOŽÍ  
TĚŠIT SE NA  
ZÁLEŽITOST, VĚC  
ODVOLÁVAT SE  
ODKAZ  
ODPOVĚĎ, ODPOVĚDĚT  
OBRAT

## OPENING PHRASES

We thank you for your letter *of* 12<sup>th</sup> December.  
We are writing with reference to your letter *of* 3<sup>rd</sup> January.  
We refer to your letter *of* 21<sup>st</sup> November.

## CLOSING PHRASES

We are *looking forward to* an early reply.  
We hope you will *give* this matter *your best attention*.  
We await your reply *as soon as possible*.  
We await your reply *by return*.  
We hope *to hear from you* soon.  
We await your reply *via email*.

NOTE: If you refer to a date **OF** is the proper preposition. *We refer to your letter OF 12 June...*

## LETTER 2

Vážení pánové,

odvoláváme se na váš dopis z 5. prosince 2010. Máme zájem o vaše zboží. Mohli byste nám zaslat váš katalog?

Těšíme se na vaši odpověď.

S úctou

Petr Novák  
Ředitel