

NAME _____ Date _____

Francis Tuttle

... the Leader in Career and Professional Development
12777 N. Rockwell Ave, Oklahoma City, OK 73142-2789 405/722-7799

A Learning Activity Packet

Basic Business Correspondence

Major Instructional Area/Course

e-mails, Memos, and Letters

LAP Three Title

Business Letters

LAP Objective

Upon completion of this LAP, you will be able:

- Know parts of a business letter
- Compose a business letter
- Edit letters

You will demonstrate competency by completing the assignments and the test in this LAP with 85% accuracy.

Specific Objectives:

- Label parts of a letter
- Identify purpose, audience, and details
- Correctly use punctuation, capitalization, and grammar

References:

English Skills Practice: Parts of Speech
Writing in the Workplace, Marylyn Calabrese, M.D.
Better Business Writing, Susan L. Brock

LAP 3-AC-memo&letter	7-22-04	Prerequisite(s) LAPs 1 & 2-AC-memo&letter	Time Range- 5 hrs
---------------------------------	----------------	--	--------------------------

LEARNING ACTIVITIES PAGE

Directions: Write a check on the blank as you complete each step

- | | | |
|-------|--------------------|---|
| _____ | 1. READ | LAP and Specific Objectives listed on cover page of this LAP #3-AC-memo&letter. |
| _____ | 2. READ and STUDY: | Information Sheet #1, "Parts of a Business Letter," pages 3-4. |
| _____ | 3. DO: | Activity Sheet #1, page 5. |
| _____ | 4. READ and STUDY: | Information Sheet #2, "Purpose, Audience, Details," page 6 |
| _____ | 5. DO: | Performance Activity # 1, page 7. |

Information Sheet #1 Parts of a Letter

1. Letterhead – Writer’s return address is centered at the top of the letter. Spell out the city and state and include phone numbers and email addresses.
2. Date – type today’s date at the left margin. The month should be fully spelled out and the year written with all four digits (July 24, 2004)
3. Inside Address – This is the reader’s name and address. Be sure to spell the person’s name correctly. A business title (Assistant Manager, Director, etc) should follow the name. Separate the reader’s name and title with a comma.
4. Greeting – Always begin with Dear and Mr., Ms., or Mrs. If you don’t have the person’s name, use Dear Sales Manager or Dear Human Resources Director.
5. Body Paragraphs –
 - a. The first paragraph should state the purpose of the letter.
 - b. The second paragraph should give details (who, what, why, when, where, how)
 - c. The third paragraph should be a positive finish. (“I look forward to hearing from you” or “Call me if you need more information”)
6. Closing – use a simple closing like Sincerely, Sincerely yours, or Yours truly. (Note: the second word of the closing is NOT capitalized)
7. Signature and Writer’s identification - This part includes both a typewritten and handwritten name. Usually three blank lines separate the typewritten and handwritten name.
8. Initials, Enclosures, Copies – Initials are to be included if someone other than the writer types the letter. Enclosure means that something is included in the letter. cc means a copy or copies are sent to someone else.

A business letter should be typed on letterhead for a professional appearance. In this LAP we will be using Block Style (everything lines up on the left, except the letterhead) with standard punctuation a colon after the greeting and a comma after the closing). Use one inch margins top, bottom, left, and right. Center the letter vertically and horizontally on the page.

1. Letterhead

Sally Jones
23456 N. Redmond
Oklahoma City, Oklahoma 73142

(2 spaces)
June 25, 2004

2. Today's date

(4 spaces)

Ms. Mary Smith, Office Manager
Mac Industries
4567 Commerce Blvd.
Oklahoma City, Oklahoma 73103

3. Inside address (who you are sending the letter to)

(2 spaces)
Dear Ms. Smith:
(2 spaces)

4. Greeting

I will be in the Oklahoma City area next Tuesday, July 6, between 1:00 and 3:00 p.m. Could I drop by your office and leave a copy of our latest catalog and some free samples?

We have expanded our product line to include custodial supplies and paper products. Along with our other services, we deliver or ship free. I am enclosing a 10% coupon for your next order.

Please call me if I could drop by and see you Tuesday. I look forward to seeing you.

6. Closing

(2 spaces)
Sincerely,

5. Body Paragraphs
Who?What?Where?When?
Why?How?

(3 spaces)

7. Signature and writer's information

Sally Jones
Sales Associate

(2 spaces)

wjr
Enclosure (1)
(2 spaces)
cc: Sam Ward

8. Typist's initials, enclosures, and copies

Activity Sheet # _____
Parts of a Letter

Label each part of this letter

Reagan Erickson
23456 N. Main
Oklahoma City, Oklahoma 73142

(___ spaces)
July 10, 2004

1. _____

2. _____

(___ spaces)
Ms. Melinda Wilson, Manager
CMI
4567 Rockwell Ave.
Oklahoma City, Oklahoma 73103

3. _____

(___ spaces)
Dear Ms. Wilson:

4. _____

I will be in the Oklahoma City area next Tuesday, July 6, between 1:00 and 3:00 p.m. Could I drop by your office and leave a copy of our latest catalog and some free samples?

We have expanded our product line to include custodial supplies and paper products. Along with our other services, we deliver or ship free. I am enclosing a 10% coupon for your next order.

Please call me if I could drop by and see you Tuesday. I look forward to seeing you.

6. _____

(___ spaces)
Sincerely,

5. _____

(___ spaces)
7. _____

Bill Fowler
Director

(___ spaces)
wjf
Enclosure (1)

8. _____

cc: Sam Ward

Information Sheet # 2

Purpose, Audience, Details

When we write a business letter, we must determine our purpose, audience, and details.

The **purpose** can be one of the following:

- Information
- Complain
- Persuade
- Good News
- Bad News
- Request

We must determine our **audience**.

- Who are we talking to?
- What information do they need?
- Is this message important to the reader?
- How will the reader use this document?
- Why would the reader need my information?

What **details do you need to include**.

- Who** needs to be there?
- What** do I need to bring?
- When** will the meeting take place?
- Where** will it happen?
- Why** do I need to answer this letter?
- How** is this going to happen?

Performance Activity #1

Please write the following business letters:

1. As an administrative assistant, you are helping your supervisor to plan a two-day training conference for the sales staff of 15 people. The training sessions will be from 9 a.m. to 4 p.m., August 14-16, 2005. Your supervisor wants you to write a hotel to get room rates, meal costs, transportation, and local attractions. Use your imagination to fill in the details of the letter.

2. As the secretary of Global Manufacturing, write a letter to complain about the broken printer you received last week. You want it repaired or a new one delivered.

3. Write a thank you letter to ABC Supplies for the rush order of paper.

Write the letters on Word and attach them to an e-mail to your teacher or you may turn them in. Please make sure and include all the parts of the standard letter. Watch spacing. Be clear and concise. Don't forget your **purpose**, **audience**, and **details** (who, what, why, when, where, how).

Did you remember to use **Courtesy** and **Conversational Tone**? Were you **Clear** and **Specific**?

You will have **three** letters to turn into your teacher.

Each letter will be judged on the following items:

Do you have:	yes	no
All 8 parts of a letter (20 points possible)		
Point stated clearly and concisely		
Who?		
What?		
Why?		
Where?		
When?		
How?		
Courteous, conversational tone		
total		
(100 points for each letter is possible)		