

Writing Personal Business Letter

Lead-in information

Personal business letters express:

- Thanks
- Congratulations
- Condolences
- Show concern
- Establish social links

A Model Letter: Expressing Thanks

Look at the different elements of a letter:

From the Desk of Lisa Rivelli

December 8, 20—

Dear May,

Thank you for referring us to Xenest Industries.

I met with Tae Yun last week in Beijing, and he is very interested in our security alarm systems. Not only does Xenest need security in its Beijing warehouse, but it also has storage centers in Fushun and in Harbin.

I hope to see you soon in Beijing so I can thank you personally for your introduction.

Again, thank you for putting me in touch with your contacts in Beijing.

*Yours,
Lisa*

Four Parts of a Letter Expressing Thanks

Part	Content	Example
Opening	Tell why you are writing.	Thank you for referring us to Xenest Industries.
Focus	Give specific information.	(1) _____ _____ _____ _____ _____ _____ _____
Action	Show appreciation.	(2) _____ _____ _____ _____
Closing	Restate the main idea.	(3) _____ _____

Useful Language

- Thank you for _____ .
 - I hope to see you soon.
- Again, thank you for _____ .

Practice

Define the following as either *Opening, Focus, Action, Closing*:

- 1) Thanks for everything you did to make my first trip to Taiwan so enjoyable.
- 2) I look forward to the opportunity to do you a similar favour.
- 3) Again, I want to thank you for your kind and generous contribution.
- 4) Your intern program gives students an opportunity to learn about the Internet.
- 5) The entire staff join me in thanking you for sponsoring our weekend retreat.
- 6) The enclosed bonus check is a small token of my appreciation.
- 7) The project was very difficult, but you and your team did a wonderful job.
- 8) I must say thanks for your support. It means a lot to me.

A Model Letter: Expressing Congratulations

Look at the different elements of a letter:

SecurityNow.com 405 Third Ave. New York, NY 10158 212-555-8979 (phone) 212-555-8978 (fax)

December 2, 20—

Mr. Hasan Muhammad
Commercial Bank of Egypt
35 Sharia Qasr en-Nil
Cairo
Egypt

Dear Hasan,

Congratulations on your promotion to Vice President. All of us here who have known and worked with you over the years are pleased that you received the recognition you deserve.

When we first heard that Abbas Zaki resigned, we immediately thought of you for the position. Your many years of diligent service to Commercial Bank, and to the other banks where you've worked, show your commitment to quality banking in Egypt.

We look forward to continuing our working relationship with you and your bank.

Again, congratulations from all of us here at SecurityNow.com. Your promotion is richly deserved.

Yours,

Lisa Rivelli

Lisa Rivelli
President

Useful Language

- Congratulations on _____ .
- All of us are pleased that _____ .
- We look forward to continuing our working relationship with you.
- Again, congratulations _____.

Four Parts of a Letter Expressing Congratulations

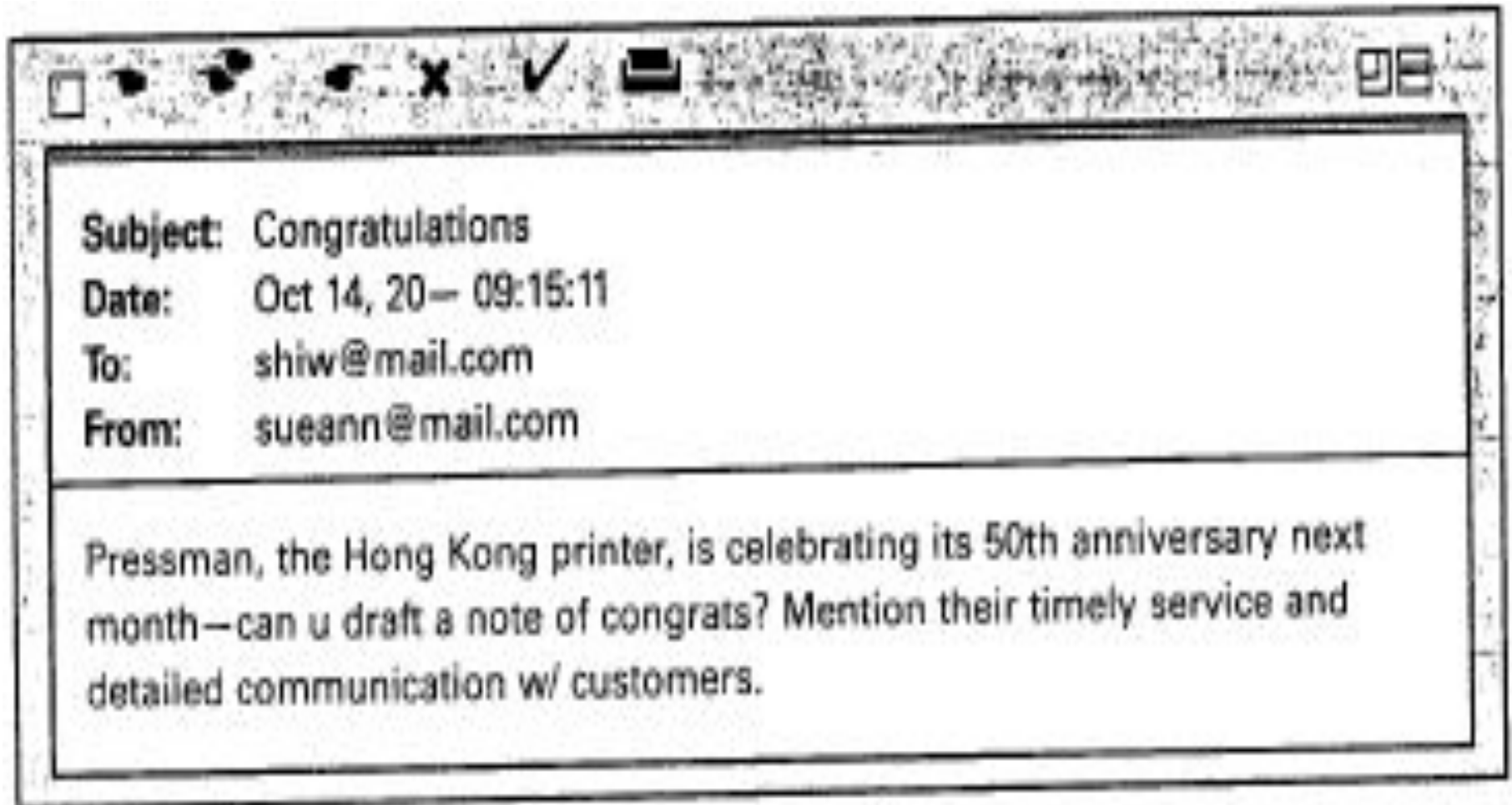
Part	Content	Example
Opening	Tell why you are writing.	(1) _____ _____ _____
Focus	Personalize the information and be positive.	When we first heard that Abbas Zaki resigned, we immediately thought of you for the position. Your many years of diligent service to Commercial Bank, and to the other banks where you've worked, show your commitment to quality banking in Egypt.
Action	Refer to the future.	(2) _____ _____ _____
Closing	Restate the main idea.	(3) _____ _____

Practice

Define a closing sentence that restates the main idea of the letter best:

- 1. Congratulations on your retirement.**
 - a) When you first came to Acme, you worked in the mail room.
 - b) Thank you for many years of fine service to Banswell, Inc.
- 2. Let me congratulate you on the opening of your new offices in Tokyo.**
 - a) Your new branch in Japan shows that your hard work has paid off.
 - b) The region should provide you with a lot of opportunities.
- 3. Congratulations on being the region's top sales rep this year.**
 - a) Your sales were over one million dollars this year.
 - b) Given your hard work, you deserve this fine honour.
- 4. We congratulate you on winning the Customer Service Award.**
 - a) We want to thank you ourselves and tell you how pleased we are that your work has been recognized.
 - b) We are just your new, and fully satisfied, customers.

***Letter writing practice:
write a personal letter for the following
occasion:***



Subject: Congratulations

Date: Oct 14, 20— 09:15:11

To: shiw@mail.com

From: sueann@mail.com

Pressman, the Hong Kong printer, is celebrating its 50th anniversary next month—can u draft a note of congrats? Mention their timely service and detailed communication w/ customers.