

A General Business Letter Format [Excerpt]

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

Letterhead. Most companies have stationery 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. If available, it is advisable to use letterhead for all business correspondence to outside customers or clients. Letterhead is usually not needed for internal letters or memos.

Opening information. Includes a date and the name and address of the customer.

Introductory paragraph. For an informational business letter, the introduction 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 [for the sake of this Assignment, please double-space your letter], which means that everything is aligned to the left margin. In block format, paragraphs are generally not indented, so double-space between paragraphs.