

## *BUSINESS LETTERS ... clear, concise, with just the right degree of formality*

Despite all our electronic media, letter-writing is still a valuable part of communication with employees, employers, colleagues, clients, prospective customers, co-workers etc.

Business letters are often the most appropriate way to recommend, acknowledge, appreciate, enquire, apply, refer, announce and lobby.

Because business letters are more formal than emails and texts, you need to follow certain conventions.

“Dear Mr Botts” or “Hi Fred”?

“Yours faithfully” or “Yours sincerely”?

Active or passive voice?

Should you try to persuade people?

How subtle or direct should you be?

### *Make no mistake ...*

Your reader will judge you by the way you write.

So be confident of striking just the right note in your business communications.

***Let's talk about your project***

***Contact me, Josephine Brown ➡***

***0417 722 937***

***Be understood...  
in print and online!***

