



Harvest and Market the Crop

Handout 18

Business Letter

Your own address blocked against the right side / letterhead (Skip a line between addresses, dates, greetings, paragraphs, complimentary close and signature)	ITO Focus P O Box 13150 Clubview 0014
Date also blocked against the right side	1 April 2003
The address of the recipient blocked against the left side	The Managing Director XYZ Organisation (Pty) Ltd P O Box 1234 Johannesburg 2000
Greeting	Dear Sir or Dear Martin or Dear Mr Modise
Topic line or subject heading	One phrase which is the focus of the letter
Introduction	Perhaps two sentences stating the purpose of the communication
Body of the letter <i>Remember:</i> Audience Purpose Style Tone Structure of paragraphs and sentences Grammar Punctuation	Not less than two sentences per paragraph, each containing one main idea and some supporting ideas
Conclusion	Similar to the introduction
Complimentary close	Yours faithfully if you used Dear Sir at the top Your sincerely if you used Dear Martin or Mr Mabuthile Never 'Yours truly'

Your signature	
Your name	Your initial and name. If you are a female write Ms, Miss or Mrs. Ms is used by any woman who does not feel that her marital status is something that needs to be communicated
Your position in the company	Director, Head of Department