Situation

You are graduating from Texas A&M University with your Bachelor of Science Degree in __________ and want to apply for an assistantship to continue your education at North Carolina State University.

- What type of letter and paper will you use for this correspondence?

Objective

- Submit business correspondence assignments using acceptable practices for format and appearance.

Letter Style

- Full Block
- Modified Block
Parts of a Business Letter

- Refer to AGCJ Web site for:
  - Format examples
  - Punctuation
  - Spacing specifics
  - http://agcj.tamu.edu/howto/LetterTypes.htm

Letterhead

- Official stationery of a business or organization
- Wordmark, logo, and/or communication information
- Always use with business letters
- Never use your business’s letterhead for letters of application for a new job
  - Personal letterhead is acceptable

Heading

- For Full Block Style:
  - Insert date two spaces below the last line of the letterhead or writer’s address
- For Modified Block Style:
  - If not using letterhead, begin writer’s full address at the horizontal center of the page
  - Insert date beneath the last line of the address or letterhead

Inside Address

- For long letters
  - Two blank lines below the date
- For short letters
  - Four blank lines below the date
- Include the reader’s
  - Full name
  - Title
  - Full address (including zip)

Heading

- For All Styles:
  - Spell out:
    - Street
    - Avenue
    - First
    - West, etc.
  - Spell out the name of the state or use the U.S. Postal Service abbreviations

Attention line

- May want a particular individual to answer

Reference line

- Used when referring to a previous memo/letter

Subject line

- Attention: Customer Relations Department
- Subject: Defective parts for SL-100 Calculators
Salutation - “Dear _____:”
Two blank lines below the inside address, left aligned

- Recipient’s title and last name:
  - Mr.
  - Ms.
  - Dr.
  - Professor
- No name or title?
- Avoid “To Whom It May Concern”

Body
Two blank lines below the salutation

- Spacing
  - Single space within paragraphs
  - Double space between paragraphs
- Opening
- Closing
- Diamond arrangement
- Position of emphasis

Complimentary Closing
Two blank lines below the body

- Use standard expression
  - Sincerely,
  - Respectfully,
- Full name (four blank lines below)
- Business title (if appropriate)
  - Full Block at left margin
  - Modified Block at horizontal center

A second page?

- Must carry over at least two lines text
- Use plain paper (non-letterhead) of same quality
- Include the following in the header area:
  Recipient’s name
  Date
  Re: [to what the letter refers]
  Page number

Additional information?

- Enclosure notation
  Enclosure: Résumé
  Enclosures (2)
- Copy notation
  cc: Ms. Jowella Biedenharm
      Dr. Eloise Roberts
      Mr. Loren Roselle
      Dr. Lloyd Woods

Department of Agricultural Education
2116 TAMU
College Station, TX 77843

Ms. Samantha Smith
P.O. Box 3456
Bryan, TX 77802

Dear Ms. Smith:

Open with a short paragraph and identify your subject and focus its relevance for the reader.

Follow with one or more longer paragraphs.

Conclude with a short paragraph letting the reader know what they should do next and re-establish goodwill.

Sincerely,

Complimentary Close

John Doe
Paper Quality
- High quality paper has some "rag" content
  - 25% linen
  - 25% cotton
- Look for watermarks and print on the correct side to read the watermark

Paper Weight
- 20#
- 24#
- Others

What is 20# paper?
- An industrial ream of 20# stationery weighs 20 pounds
- An industrial ream of stationery is 17 X 22 inches

Paper Size
- Standard 8.5 X 11.0 inches
- Official 8.0 X 10.5 inches
- Monarch 7.25 X 10.5 inches
- Baronial 5.5 X 8.5 inches

Print Quality
- Acceptable printer output:
  - Laser print only
- Unacceptable printer output:
  - Bubble-jet
  - Ink-jet
  - Crayon color
  - Dot matrix

Envelopes
- U.S. Postal Service envelope standards:
  - Typed or computer-generated (not handwritten)
  - All capital letters
  - No punctuation
  - JOE SMITH
    2114 NEIL AVE
    CANTON OH 44730-9521
- Letter folded correctly
Application
- Obtain suitable paper for your Letter of Application project
- Follow accepted formats for business letters

Evaluation
- Letter assignments
- Midterm examination