



APRIL 27-30, 2020

LESSON 7

TOPIC: OPTIONAL PARTS OF A BUSINESS LETTER

As mentioned in the discussion in the previous lesson on the basic parts of a business letter, optional parts may or may not be written. Optional, as defined in Merriam-Webster dictionary, is available as choice but not required. They can be written as the need arises.

Below is a model letter with some of the optional parts shown.

AZUMI Associates Incorporated
2212 Malaya Street, Malanday, Makati City
Tel. No. 675-34-12 | Fax No. 735-21-34
E-mail. azumiassoc@yahoo.com

April 23, 2020

Mr. Dan Madlangpeople
Proprietor
Automatic Tubig Machine Services
EDSA, Quezon City

Attention: Secretaries

Dear Mr. Madlangpeople:

Subject: Business Letter Style

The first thing any business letter writer has to consider in writing a letter is the style of the letter on the page. There are several styles to choose from but generally, only one style is used by a single business. The style in which letter is typed is full block.

This style is gaining in usage because of its simplicity. Everything under the letterhead (dateline, inside address, salutation, body of the letter, complimentary close, and signature) is aligned along the left margin.

Moreover, this style is popular among the businessmen because of its eye-catching layout. You can use it with assurance that it will be accepted by your business friends.

Very truly yours,

Ms. Janine Kelly
Manager

TA

Enclosure: Model Letter

CC: HR Director

BCC: Vice President

1. **Attention Line.** This is needed if the business letter is addressed to a company rather to an individual. If the writer chooses to address the letter to a certain individual in a company, an attention line is used.

This part is typed two spaces below the inside address.

Example:

ABC General Merchandise
715 Don Johnson Street
Makati City, 1106
(2 spaces)
Attention: Miss Tess Munoz
(2 spaces)
Gentlemen

Note: The salutation has to agree with the inside address, not with the attention line.

2. **Subject Line.** This is used to immediately inform the reader what the letter is about. This is typed two spaces below the salutation. It may be typed in full capital letters or underlined for emphasis.

Example:

Dear Ms. Legaspi
(2 spaces)
Subject: New Office Policies
(2 spaces)

3. **Enclosure Notation.** This is a reminder that there is an attachment. It is usually typed under the typist's or stenographer's initials.

Example:

JV/TA – Reference Initial/Signature Identifications or Stenographic Reference
(2 spaces)
Enclosure: Check

4. **CC Notation (Carbon Copy Notation).** This is typed after the enclosure or reference initials. It shows that the other copies of the letter are being sent to one or more persons other than the addressee.

Example:

JV/TA
(2 spaces)
Cc: Dean, College of Language and Mass Communication

Enclosure: Check
(2 spaces)
Cc: Dean, College of Languages and Mass Communication

5. **BCC Notation. (Blind Carbon Copy Notation).** This is used if the writer does not want the reader to know that he is sending a copy of the letter to another person. The writer should retain a copy of the *Cc* or *Bcc* notation in his files.

6. **Postscript.** This part emphasizes a point made in the letter. They are designed to draw attention. This is typed two spaces below the last line of the letter (below the reference initials.) This may be preceded by the letters P.S. or N.B. (nota bene, "Note well.")

7. **Mailing Notation.** A note indicating the special postal service such as "registered or certified," should be indicated on all copies of the letter. If the letter is confidential or similar in nature, it must be indicated on all copies likewise.

HONE YOUR SKILLS!

ACTIVITY#1

Directions: Match the optional parts with their uses or meanings. Write the letter of your answer on the blank provided before each number. Provide a blank space on your paper. Write your answer in a one-half crosswise.

- | | |
|-------------------------|---|
| 1. BCC Notation | a. Placed after the enclosure or reference initials |
| 2. Attention line | b. May be typed in full caps |
| 3. Mailing Notation | c. Reminder that there is an attachment |
| 4. Subject Line | d. Emphasizes a point made in the letter |
| 5. Post Script | e. Used if the writer doesn't want his reader to know |
| 6. Carbon Copy Notation | f. Used if the writer doesn't want his reader to know that
he is sending a copy of the letter to another person. |
| 7. Enclosure Notation | g. Indicates the postal service |

ACTIVITY #2

Directions: Answer the following questions with complete thought. In a one-whole sheet yellow paper.

1. What are the optional parts of a letter? Discuss it in your own understanding.

2. Differentiate between basic letter parts and optional parts.

3. What is a full block letter style? Explain comprehensively.



April 27-30, 2020

LESSON 8

TOPIC: LETTER FORMAT AND PUNCTUATION STYLE

Formats or Styles of Business Letters

Below are the four business letter styles that are commonly used:

1. **Full block style.** This style is the most used style because of its simplicity. All basic parts- letterhead (unless the writer opts to type it at the center), dateline, inside address, salutation, body of the letter, complimentary close and signature block are aligned along the left margin. Optional parts, in case the writer opts to use some, are also flushed to the left margin.

Below is an example of a letter using the full block letter style.

ABC Merchandise Company
715 Don Johnson Street, Makati City
Tel. No. 723-4567 | Fax No. 987-6543
Email: abcmerchandise.com

September 17, 2012

Mr. Gino Mendoza
President
Legaspi Enterprise
91 Don Quixote Street
Pasay City

Dear Mr. Mendoza

As discussed in Lesson 1 of this chapter, the first thing any business letter has to consider in writing a letter is the **full block style**. Although there are other styles to choose from, a company uses only one style and this style is generally used in writing professional correspondence.

This style is easy to remember because all the parts are aligned along the left margin. Notice that this letter did not use a colon after the salutation or a comma after the complimentary close. This type of punctuation style is called **open punctuation**. Many businessmen use this type of punctuation for reasons of convenience. This style is popular among the businessmen because of its eye-catching layout. You can use this style with assurance that it will be accepted by your business friends.

Very truly yours

JANINE MORALES

TA

2. **Modified Block Style.** This style is preferred by many letter writers. The dateline, complimentary close, and the signature block are flushed to the right. The salutation and the body are aligned to the left. This kind of styles makes a balanced appearance of a letter.

Example:

ABC Merchandise Company
715 Don Jonhson Street, Makati City
Tel No. 723-4567 | Fax No. 987-6543
Email: abcmerchandise.com

September 17, 2012

Mr. Gino Mendoza
President
Legaspi Enterprise
915 Don Quixote Street
Pasay City

Dear Mr. Mendoza:

This letter is the **modified block style**. This style is preferred by many letter writers because of its balanced appearance.

This style is similar to the full block, except that the dateline, complimentary close and signature block are aligned to the right to help balance the other parts of the letter which have a left hand alignment.

Notice that this letter made use of the colon after the salutation and comma after the complimentary close. This type of punctuation style is called **standard punctuation**.

Very truly yours,

JANINE MORALES
General Manager

TA/MT

3. **Semi-Block Style.** This is almost exactly the same as the modified block except that the first line of each paragraph is indented.

Example:

ABC Merchandise Company
715 Don Johnson Street, Makati City
Tel. No. 723-4567 | Fax No. 987-6543
Email: abcmercahndise.com

September 17, 2020

Mr. Gino Mendoza
President
Legaspi Enterprise
91 Don Quixote Street
Pasay City

Dear Mr. Mendoza:

This letter uses the semi-block style. Similar to the modified block, the dateline, complimentary close and the signature block are aligned to the right. The only difference of this style from the modified block is the indentation made for the first line of every paragraph.

This letter uses the standard punctuation, where the salutation is punctuated with a colon, and the complimentary close with a comma.

Very truly yours,

JANINE MORALES
General Manager

MTA

4. **Simplified NOMA (National Office Management Association).** This type of style omits the salutation and the complimentary close. All parts are flushed to the left margin as in the full block.

The national Office Management Association recommends that the letter writer adopt its simplified letter. There is always a subject line typed in full capital letters. The typed signature is in full capital letters likewise. With this letter, the NOMA recommends that the addressee be mentioned by the name in the opening sentence.

Example:

ABC Merchandise Company
715 Don Johnson Street, Makati City
Tel. No. 723-4567 | Fax No. 987-6543
Email: abcmercahndise.com

September 17, 2020

Mr. Gino Mendoza
President
Legaspi Enterprise
91 Don Quixote Street
Pasay City

Subject: SIMPLIFIED NOMA

Mr. Mendoza, this letter style is called **simplified NOMA (National Office Management Association)**. You can see that the parts of this letter are flushed to the left margin similar to the full block that makes it easy to remember.

Notice that this letter does not have a salutation and a complimentary close, but the name of the addressee is mentioned in the opening sentence. It was the National Office Management Association that recommends the mentioning of the addressee's name because of the salutation in this letter style.

JANINE MORALES

Note: There are other letter styles but they are not so common and are unpopular with letter writers. These are the **hanging-intended** style which is seldom seen in the business letters other than sales promotions letters because of its unusual design that attracts the attention of the readers. The **indented style** is a style that is now considered obsolete. It's inside address and the complimentary close signature block is indented. The first line of each paragraph in this letter format is likewise indented.

Punctuation styles

1. **Open Punctuation.** This uses no punctuation. You may check the example given using the full block style which made use of the open punctuation.
2. **Standard Punctuation.** The salutation and the complimentary close are followed by a punctuation mark. A colon follows the salutation and a comma follows the complimentary close. This is shown in the example for the modified block.
3. **Closed Punctuation.** Punctuation marks appear at the end of every line except the message.

HONE YOUR SKILLS!

ACTIVITY #1

Directions: Discuss the following using your own understanding towards the lesson that you have read and comprehend. In a one-whole sheet yellow paper.

1. What is the difference between a full block and modified block letter format?

2. Which letter format is commonly used by companies? Why is it so?

3. What letter style is considered obsolete? Defend your answer providing facts to prove.

4. What was the recommendation when using the simplified NOMA style?

ACTIVITY #2

Directions: Business letter format refers to the way information is laid out on the page. Different formats can be used when writing business letters: full block, semi-block and modified block. The most common format is the full block format where all text is aligned to the left-hand side of the page. In your activity write any business letters to any company of your choice following the full block format with open punctuation:

Follow this format in writing:

1. Full Block style with open punctuation
2. Address to any company of your choice
3. Any type of business letter
4. Century Gothic is the font style
5. 12 is the font style
6. Short bond paper



April 27-30, 2020

LESSON 9

Topic: COVER LETTER AND ITS DEFINITION

- A cover letter is one-page document attached to the resume.
- A letter sent with, and explaining the contents of, another document or a parcel of goods.
- A cover letter is a written document commonly submitted with a job application outlining the applicant's credentials and interest in the open position. Since a cover letter is often one of only two documents sent to a potential employer, a well- or poorly-written letter can impact whether the applicant is called for an interview.

Understanding Cover Letters

Most job postings are done online and no longer require a physical application. Instead, applicants send companies a copy of their resume along with a cover letter either by email or with a hard copy through the mail. A resume offers a glimpse into the professional and academic experience of a potential employee. The cover letter, on the other hand, acts as an introduction written by the candidate to express their interest in the position and what makes them the best fit for the job.

A good cover letter complements a resume by expanding on items relevant to the job. In essence, it's a sales pitch that describes why the applicant is the best person for the position. Career experts advise job seekers to spend time customizing each cover letter for the particular position, rather than using a generic missive. Although this requires extra effort, it can be very helpful in allowing an applicant to stand out above the competition. The cover letter provides information to the employer about who the candidate is as a professional. This includes their job interests, professional goals, knowledge, the skills they've gained over the years, and their career goals and achievements. The cover letter should be a one-page document that provides clear and concise details as to why the candidate wants the job.

Special Considerations

Writing a cover letter doesn't have to be tedious—even though it may seem like it's a chore. Here are a few simple tips you may want to consider when composing your cover letter:

- Personalize your letter for each role.** Never use a generic cover letter. This means you have to write a new one for each position. Be sure to include your strengths and skills, and explain why you're the perfect candidate.
- Include contact information.** If the posting doesn't include the hiring manager's name, call the company or check its website. Including this person's name gives your letter a proper greeting and also shows you have initiative. And don't forget to add your contact information, too. This is important if your resume gets separated from your cover letter.
- Simplify your letter.** Communicate clearly and concisely. Using complex words and sentences would most certainly fail to convey your intentions with the company and the person reading the letter probably won't bother with the rest of your application.
- Be specific when needed.** Don't rehash your resume, so be sure to quantify your accomplishments. For instance, expand on your marketing experience in your cover letter by saying you brought in 200 additional clients each month and increased revenue to Ph100, 000.00. This can set you apart from candidates with vague personal details.
- Proofread.** After you've written the letter, go over it a few times to ensure there are no errors. Then ask someone else to do once-over and recommend any changes you may need to make.

A perfect resume can often be sabotaged by a poorly thought-out cover letter or one that is laden with mistakes. Whether you include the letter as per required submission guidelines, or you simply want to emphasize your interest in the job, make sure you avoid making these blunders.

- Names matter.** This includes the name of the hiring manager, the company, and yes, evens yours. Make sure you have the right names and the correct spelling. And don't forget to change the names if you're using the same cover letter for multiple jobs.

- b. Restating your resume.** Since the cover letter is used to identify your skills and explain how your previous experience is applicable to the desired position, don't restate the stuff on your resume. Remember, the cover letter should complement your resume, not just summarize it.
- c. Keep your letter tight.** Recruiters often go through hundreds of applications and don't have time to read through a three-page missive. The absolute maximum length for a cover letter should be one page, with a few concise paragraphs.
- d. Omit unnecessary details.** Stay on topic. There's no need to mention your graphic-design skills if you're applying for an accounting position. It's a good idea to leave out personal things like your IQ, recreational accomplishments, interests, and hobbies. That is unless they relate to the job or company.
- e. Avoid sounding arrogant.** Ensure your cover letter does not make you appear arrogant. While the cover letter is about you and your accomplishments, find a way of saying "I'm the best" without actually saying it. Avoid overusing words like "I," "me," or "my."
- f. Spelling counts.** Typos and grammatical errors show you didn't even bother to proofread your own letter. And be consistent—don't convey a dash with "--" in one place and "—" in another.

HONE YOUR SKILLS!

ACTIVITY #1

Directions: A cover letter is a way to introduce yourself to a potential employer. A good cover letter describes your experience and abilities, gives some sense of your personality, and communicates what makes you the best person for the job. Write it in a short bond paper following the required format:

- 12 font size
- Block style
- Century Gothic font style

ACTIVITY #2

Directions: Frederick found this ad in the newspaper:

Real Estate office needs Clerical Asst. Applicant must be computer literate, comfortable w/ numbers & highly organized. Pls. fax resume 111-123-4567.

Help Frederick write a three-paragraph cover letter with the information listed.

- The **opening paragraph** introduces you to the employer and expresses interest in the job. Include: - a greeting, using the person's name or Dear Sir or Madam if you don't know a name - applying for position of Clerical Assistant - saw ad in The Sun - have clerical experience and knowledge of real estate business
- The **middle paragraph** describes the experience and skills that make you right for the job. For example: - two years as a secretary at a moving company - created a filing system and managed office expenses - knowledge of word processing - completed adult education course in real estate
- In the **closing paragraph**, sum up your skills, restate your interest, and refer to any material you've enclosed. For example: - would like to pursue a career in real estate - résumé enclosed - can be reached evenings at [your phone number] - thank you for your consideration - signature with your name and address

FORMAT:

- a. Full block style
- b. 12 Font size
- c. Century Gothic
- d. Short bond paper

(Source: Antonino, Maria Teresa M, et. al. Reading and Writing Skills for Senior High School Students. Mutya. Publishing House Inc. pp. 168-170.)