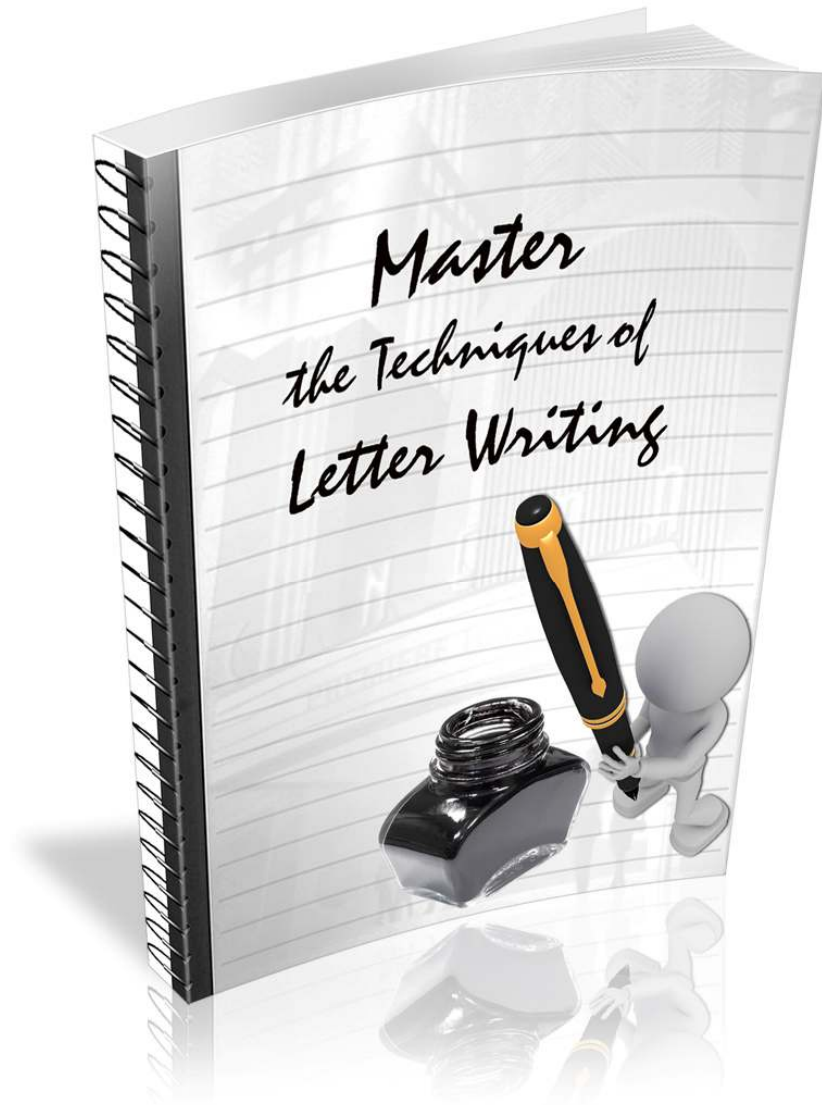


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**Chapter 1 - Introduction To The Art Of Letter Writing**

We are human beings. We communicate with each other to pass different information in our day to day life. When it is face to face communication we use words, tone of voice, and non verbal medium (body language) to pass the information to others. We usually think that our words are making most of the impact of our face to face communication, which is absolutely wrong. In face to face communication, words account for as little as 7% of the total impact of communication, whereas vocal tone around 38%, and body language around 55%. So, here we can see that in face to face communication, maintaining proper body language is very important. In the similar way, during long distance communications, which does not include face to face communication, we can use different methods of communication such as verbal communication over phone, SMS, writing letters or email. Here body language doesn't play any role. We have to leave the best impact with the best use of words, tone of communication, and presentation (in case of writing only).

In office, it sometimes happens that people write letters to their senior for leave or for any other request and the request gets rejected. This is either because the words used by them were not impressive or the tone was not correct.

Similarly, in personal life it sometimes happens that when people send invitation letters to their relatives and friends, very few members accept it and come to their place. This is mainly because the invitation letter failed to create an impression on the reader's mind or it also could be because of the wrong tone or presentation.

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We are here to know and learn the art of letter writing. There are three important points of letter writing.

- ✓ Proper use of words
- ✓ Proper use of tone
- ✓ Presentation

In this e-book, we will learn about these three important features of letter writing. Proper use of them makes your letter impressive and helps you to get the best desirable result.

This e-book will help you to master the techniques of letter writing in different forms - business, and personal; formal and informal. Letter writing is an art and everyone needs to write letters or emails in daily life. So, it is important for everyone to master the art.

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**Chapter 2 – Understanding The Fundamentals Of Letter Writing**

As discussed in chapter 1, letter writing is an art and one must know, learn, and practice it to get mastery on this art. We are in the first part of getting matters in this art, which includes knowing the fundamentals of letter writing.

For a civil engineer, it is very important to lay out a plan before starting the construction of any property (building or bridge); similarly for letter writer, it is very important to draw a plan in the mind before starting to write. Here are the steps that you must follow to draw a plan for letter writing:

- ✓ Define whether it's a official or personal letter
- ✓ Define whether its a formal or informal letter
- ✓ Define the subject
- ✓ Know your audience
- ✓ Understand the purpose
- ✓ On the basis of above five points, define the tone of communication
- ✓ Gather the content for your letter
- ✓ Organize your content
- ✓ Try to present it in points
- ✓ Set the format of page, paragraph, and fonts.
- ✓ Start writing in easy and understanding language
- ✓ And finish it in style

At first glance, you may find this tough to do, but believe it is easy to do with practice. In the first two - three exercises, it may take more time to follow all the points but as you do it

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regularly, it will be less time taking and you can draft your letter in few minutes.

Letter writing is one of the mediums of communication for non face to face information exchange. So, it is very important that the second party (receiver) must understand the same information what the sender meant to send and this is only possible when the sender follows the fundamentals of letter writing. Otherwise she/ he may call you for clarification of the message, which may make you feel insulted. So, it is better to practice the fundamentals of letter writing and get mastery over it.

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**Chapter 3 – Learning The Concept of SAP**

Concept of SAP plays a very vital role in the process of preparing impressive letters. It is one of the main parts of the process. If you understand, learn, and practice this technique, you can definitely write impressive and result oriented letters in near future.

SAP stands for **Subject, Audience, and Purpose**. You will be able to derive the content of your letter, once you fully understand these three points, which are meant for letter writing. Ask three questions to yourself and you will get the answers:

- ✓ The Subject - What is the subject of your letter?
- ✓ Your audience - Whom will you address the letter?
- ✓ Your purpose - What is the purpose of your letter?

**Subject:** Subject means the subject of your letter, or the topic of your letter. If you want to take a leave for 4 days, and you want to write a letter to your senior then the subject will be - Leave application for 4 days. People often confuse between subject and purpose of the letter. It will be clearer when I will explain you about purpose. Few points to make impressive subject:

- ✓ Subject of the letter should always be small (not more than 15 words in any case)
- ✓ It must be written in simple and easy to understand language
- ✓ It should be quite precise and to the point



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- ✓ It should clearly reflect, what you are going to say in the coming lines

Audience: Audience means the reader of the letter. You must know your readers that you are going to address. You definitely know who your reader is, but here you must know what your reader means, and what she/ he expects out of the letter. If the letter is for your senior, then he would expect respect from your side. Here you need to write a simple and formal letter in requesting tone, and not a friendly, informal letter with an ordering tone. Knowing your audience will decide the style of writing and tone of communication, apart from describing the subject. There are different factors which effect the impression of letter on the audience, such as sender and receiver job title, both educational backgrounds, levels of interest on that particular subject, industry they belong to, and the type of relation they have.

Purpose: Purpose in letter writing means the intention of your letter. There are other communication mediums available, then why did you select letter writing? There are many feelings, responsibilities, advices, or orders which we may have to give others as a request or sometimes forcefully. Letter writing is the best medium to communicate this type of subjects to others.

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**Chapter 4 - Getting Content For Your Letter**

Now that you know the subject, audience, and purpose of your letter, it is the time to get content for your letter. For this you need to collect all the copies of similar letters related to the same subject letter and then draft the body of your letter.

If it is a business letter, then similar letters must have been written in past by some one else. Try to get sample letters and find inspiration from them. If your letter contains answers to some questions then you can easily draft the letter. Sometimes you may need the help of other subordinates or seniors or any specialist person to provide his opinion on the situation. Get the necessary information from any proper source. The content must solve your purpose.

Once you are done with the content, it is the time to draft the letter. Drafting letter is the process where you bring your ideas into reality. It is impossible to draft the perfect letter in the first attempt. It is the process of three activities, writing, rewriting, and polishing. You have to follow these three points until you are satisfied with the final content. Even the professionals follow the same technique, but the only difference is that they are masters of this art and they require few minutes to do this, whereas beginners take more time to do the same. It requires a lot of practice to get mastery on the art.

At the first attempt of writing, you just need to go with the flow. You don't need to worry about the different types of mistakes such as syntax errors,

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punctuation, or typos. You can edit these errors while rewriting it later. Once you are done with the initial draft, go and rewrite it and try to fix the initial errors. Now it comes to the main step of polishing the content. Now your content is ready to polish. Now you have decided on your style of writing and tone of communication and rewrite the content accordingly. Professionals require one set of these activities to come up with the desired result, but as a beginner you may have to follow these three steps couple of times to get the desired result.

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**Chapter 5 - Draw Step By Step Outline**

In chapter 1, we have discussed the important points of non face-to-face communication. In chapter 2, chapter 3, and chapter 4, we have discussed about the first two significant points of 'letter writing' - how to create best effect with the use of words and the tone of communication in a range of aspects. Now, it is the time to discuss on presentation.

The first part of the presentation is drawing step by step outline for the letter content. We also know that for longer documents it is always advisable to make the outline, which makes the writing easier and at the same time ensuring all the important points to be covered.

Drawing outline to any document is nothing but breaking down the document into the smaller and sequential parts, to communicate in easier and better manner to achieve the object of the document. You have often seen many documents, which are not organized due to which it is difficult to get the real purpose of the document. If the document has outline, it might easily communicate for what it meant for.

It can be clearer with an example. Say if you are writing a letter to your Boss for 4 days leave then it must follow this outline:

- ✓ Describe the problem for which you need leave
- ✓ Show the available options in your hand
- ✓ Make him feel as leave is the best option to solve your problem

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- ✓ Show that you know your responsibilities and accountabilities
- ✓ Show that you know the loss of the organization, due to your problem
- ✓ Request for the leave and give the assurance that you will be again ready to serve the organization in very short time

As it is official letter you must know the type of words (formal, simple, easy to understand, direct, and to the point) to be used and the tone of communication (requesting).

Now I think you are clear with the idea of drawing outline to your letter draft. Presentation is a very important tool to make the best impact through your letter. Outline is the first part of the presentation of your letter. We will discuss the presentation in detail in chapter 6 and chapter 7.

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**Chapter 6 - 10 Important Points To Make Impressive Letter-Body**

Now it is the time to know, learn, and practice the 10 important points, which will make your letter body impressive and attractive.

1. Keep yourself cool and give your best
2. Use simple and easy to understand sentences.
3. Avoid using complicated words
4. Be specific
5. Break your letter into smaller parts
6. Always use appropriate tone of conversation
7. Try to provide examples
8. Use active voice
9. Write, rewrite, and polish your letter
10. Good presentation

**6.1. Keep yourself cool and give your best:** There are lots of emotions stored within us. We know that mind is the operator of the body and at times these emotions can takeover our minds. For example, if someone is angry and has to reply through email to one of his customer's query, his emotion can be easily noticed in his letter. This is why it is very important to keep yourself cool and give your best. Don't ever let your emotions takeover your mind.

**6.2. Use simple and easy to understand sentences:** The main objective for any letter is to transfer the information from one person to another. It is not the place to show your knowledge of literature. Letter must be written in simple and easy to understand language. In most of the cases, you don't know the educational background, academic records, likes, dislikes, and technical knowledge related to the subject of the receiver. So, it is

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always preferable to use simple and easy to understand language.

**6.3. Avoid using complicated words:** In letter writing, you must use simple words which are easy to understand. Try to avoid using complicated and long words because your audience (receiver) may not understand the information correctly and he may give you a call for clarification which may irritate you.

**6.4. Be specific:** Always try to be specific while writing letters. Your audience (receiver) may require the exact figures and facts. She/ he may not require how good the information is. So, always try to be specific, to the point.

**6.5. Break your letter into small parts:** Always draw the outline and follow it very strictly. You must break your letter into smaller parts and must be very clear about what you are going to write.

**6.6. Always use appropriate tone of conversation:** We know that tone of conversation plays a very vital role in the impact of the letter on reader. You must use the appropriate tone of conversation. It is always safe to use a polite tone. But authority, responsibility, and requesting tones are required according to situations. To make the best impact with tone of conversation, you may have to mix polite tone with one of the three tones as per the requirement.

**6.7. Try to provide examples:** Easy and simple examples are the best methods to transfer your information to others. Always try to use examples to clarify difficult situations. It will help you to transfer your information easily. But remember,

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several examples may disorganize your letter and divert from objective. So, always try to use examples only where they really applicable.

**6.8. Use active voice:** Always try to use active voice instead of passive voice, while writing a letter. Active voice shows the present and it gives life to your letter. Reader feels that the things are happening instead of feeling that it had happened and you informed later. In the first part the reader feels important while in the second, his feeling dies.

**6.9. Write, rewrite and polish your letter:** Writing, rewriting, and polishing a letter is the three step of drafting a letter. It is a drafting technique through which you can make the best impact with your words and voice of conversation. You must follow this technique to make your letter more attractive and leave the best impact.

**6.10. Good presentation:** Good presentation is a skill, and is the third important part of creating an impact on reader. Good presentation leaves good impact on the reader's mind. All the above nine points are also a part of good presentation.



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**Chapter 7 – Tips To Create An Interesting Letter**

In chapter 6 we have learnt 10 important points to make an impressive letter body, chapter 7 is the continuation of this process, where you will learn 3 important points to make your letter more interesting.

1. Systematizing the Content of Letter
2. Optimize Length of the letter
3. Eye-catching layout and presentation of Letter

**7.1 Systematizing the Content of Letter:**

Systematizing Content is one of the most important points to make letter more interesting. If the audience (receiver) thinks the content of the letter has some significance to him, he can read the letter even if it is boring or has extended sentences and complicated words. But if it's weakly organized he would not bother to read it. For good organization of letter, always think from readers prospective. It will give you a clear picture of the organization of letter even though if it is too long.

**7.2 Optimize Length of the letter:** If you write a business letter, length of the letter matters most. It is always advisable to maintain a single page letter. The main objective of official letters is to provide your option, request or decision on any particular subject. If it is informal and personal letter, then you may write a lengthy one. But maintaining a optimize length is always preferable.

**7.3 Eye-catching layout and presentation of letter:** Attractive layout and presentation of your letter creates more impact on your reader. Always stick to

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the standard layout and maintain the same type style, fonts, and size for all your letters. Letterhead, outer envelopes, stamps, meters, preprinted Indices plays very vital role to make the presentation of your letter. Make the best use of all your presentation tools to make your letter impressive and attractive.

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**Chapter 8 - Art Of Writing Important Letters**

By now you have learnt most of the techniques of writing letters. These techniques provide you the best foundation of letter writing skills. Now, it is the time to sharpen your skills and get mastery over this art. Now we will do an in-depth study of this art and describe specific techniques for different types of letter writing.

There are mostly two types of letters - formal letter and informal letter. Formal letters include business letters as well as social letters; whereas informal letters include only personal letters. Here we will discuss on the important formats of the letters.

**8.1 Business letters**

We use business letters as writing communication medium in our professional life. Some important business letters are:

1. Simple Business Letter
2. Simple Business Email
3. Agreement Letter
4. Invitation Letter
5. Complaint Letter
6. Apology Letter
7. Letter Of Recommendation
8. Resignation Letter

**8.1.1 Simple business letter:** A simple business letter can be written to subordinates, seniors/ Boss, juniors, customers, vendors, or third party (media, legal, etc.).

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**Specifications of simple business letter:**

<b>Specification</b>	<b>Description</b>
Formal/ Informal	Formal
Subject	Subject to be clear and easy to understand (Always less than 15 words)
Purpose	Purpose should be clear
Content	Content should be simple, easy to understand with proper use of simple words
Tone of conversation	Tone of conversation should be polite. Authority, responsibility, and request tones can be used with politeness when and where required.
Outline	Content must be outlined
Presentation	Must use all presentation tools

**8.1.2 Specifications of simple business email:**

<b>Specification</b>	<b>Description</b>
Formal/ Informal	Formal
Subject	Subject to be clear and easy to understand (Always less than 15 words)
Purpose	Purpose should be clear
Content	Content should be simple, easy to understand with proper use of simple words, and must be short
Tone of conversation	Tone of conversation should be polite. Authority, responsibility, and request tones can be used with politeness when and where required.
Outline	Content must be outline, try to present it in points
Presentation	Optimize use of presentation tools

**8.1.3 Specifications of agreement letter:**

<b>Specification</b>	<b>Description</b>
Formal/ Informal	Formal
Subject	Subject to be clear and to the point(Always less than 15 words)
Purpose	Purpose should be clear
Content	Content should be simple, easy to understand with proper use of simple legal words
Tone of conversation	Tone of conversation should be polite with authority.
Outline	Content must be outline
Presentation	Must use all presentation tools

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**8.1.4 Specifications of invitation letter:**

<b>Specification</b>	<b>Description</b>
Formal/ Informal	Formal
Subject	Subject to be clear and easy to understand (Always less than 15 words)
Purpose	Purpose should be clear
Content	Content should be simple, easy to understand with proper use of simple words
Tone of conversation	Tone of conversation should be polite and requesting.
Outline	Content must be outline
Presentation	Must use all presentation tools

**8.1.5 Specifications of complaint letter:**

<b>Specification</b>	<b>Description</b>
Formal/ Informal	Formal
Subject	Subject to be clear and easy to understand (Always less than 15 words)
Purpose	Purpose should be clear
Content	Content should be simple, easy to understand with proper use of simple words
Tone of conversation	Tone of conversation should be polite, responsive, and requesting sometimes.
Outline	Content must be outline
Presentation	Optimize use of presentation tools

**8.1.6 Specifications of apology letter:**

<b>Specification</b>	<b>Description</b>
Formal/ Informal	Formal
Subject	Subject to be clear and easy to understand (Always less than 15 words)
Purpose	Purpose should be clear
Content	Content should be simple, easy to understand with proper use of simple words
Tone of conversation	Tone of conversation should be polite and requesting.
Outline	Content must be outline
Presentation	Optimize use of presentation tools

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**8.1.7 Specifications of letter of recommendation:**

<b>Specification</b>	<b>Description</b>
Formal/ Informal	Formal
Subject	Subject to be clear and easy to understand (Always less than 15 words)
Purpose	Purpose should be clear
Content	Content should be simple, easy to understand with proper use of simple words
Tone of conversation	Tone of conversation should be polite and requesting. At times authority.
Outline	Content must be outline, focus on mutual trust
Presentation	Must use all presentation tools

**8.1.8 Specifications of resignation Letter:**

<b>Specification</b>	<b>Description</b>
Formal/ Informal	Formal
Subject	Subject to be clear and easy to understand (Always less than 15 words)
Purpose	Purpose should be clear
Content	Content should be simple, easy to understand with proper use of words
Tone of conversation	Tone of conversation should be polite and requesting. At times authority.
Outline	Content must be outline
Presentation	Must use all presentation tools

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## **8.2 Personal Letters**

We use personal letters as writing communication medium in personal life. Some important personal letters are:

1. Simple personal letter
2. Love letter
3. Invitation Letter
4. Apology Letter
5. Thank You Notes
6. Condolence Letter

### **8.2.1 Specifications of simple personal letter:**

<b>Specification</b>	<b>Description</b>
Formal/ Informal	Informal
Subject	Not required
Purpose	Purpose should be clear
Content	Content should be simple, easy to understand with proper use of simple words and code words
Tone of conversation	Tone of conversation should be friendly and personal
Outline	Not required
Presentation	No rules defined, but presentation is important

### **8.2.2 Specifications of love letter:**

<b>Specification</b>	<b>Description</b>
Formal/ Informal	Informal
Subject	No rules defined
Purpose	Purpose should be clear
Content	Content should be simple, easy to understand with proper use of simple words
Tone of conversation	Tone of conversation should be polite, loving, and responsive
Outline	Content must be outline (very important part for love letter)
Presentation	Must use all presentation tools added with creativity

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**8.2.3 Specifications of invitation letter:**

<b>Specification</b>	<b>Description</b>
Formal/ Informal	Formal (Social Letter)/ Informal (Personal letter)
Subject	Subject to be clear and easy to understand (Always less than 15 words)
Purpose	Purpose should be clear
Content	Content should be simple, easy to understand with proper use of simple words
Tone of conversation	Tone of conversation should be polite and requesting. At times Authority.
Outline	Content must be outline (Social letter)/ Not required (Personal letter)
Presentation	Must use all presentation tools (Social letter)/ Not required (Personal letter)

**8.2.4 Specifications of apology letter:**

<b>Specification</b>	<b>Description</b>
Formal/ Informal	Formal (Social Letter)/ Informal (Personal letter)
Subject	Subject to be clear and easy to understand (Always less than 15 words)
Purpose	Purpose should be clear
Content	Content should be simple, easy to understand with proper use of simple words (use of code words incase of personal letter)
Tone of conversation	Tone of conversation should be polite and requesting
Outline	Content must be outline (Social letter)/ Not required (Personal letter)
Presentation	Must use all presentation tools (Social letter)/ Not necessary (Personal letter)

**8.2.5 Specifications of thank you note:**

<b>Specification</b>	<b>Description</b>
Formal/ Informal	Formal (Social Letter)/ Informal (Personal letter)
Subject	Subject to be clear and easy to understand (Always less than 15 words)
Purpose	Purpose should be clear
Content	Content should be simple, easy to understand with proper use of simple words
Tone of conversation	Tone of conversation should be polite and responsive
Outline	Content must be outline (Social letter)/ Not required (Personal letter)
Presentation	Optimize use all presentation tools (Social letter)/ Not necessary (Personal letter)



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**8.2.6 Specifications of condolence letter:**

<b>Specification</b>	<b>Description</b>
Formal/ Informal	Formal (Social Letter)/ Informal (Personal letter)
Subject	Subject to be clear and easy to understand (Always less than 15 words)
Purpose	Purpose should be clear
Content	Content should be simple, easy to understand with proper use of simple words
Tone of conversation	Tone of conversation must be polite.
Outline	Content must be outline (Social letter)/ Not required (Personal letter)
Presentation	Optimize use all presentation tools (Social letter)/ Not necessary (Personal letter)