Business writing basics – Worksheet

These activities review good business writing concepts for letters or emails.

1   A   Complete this tip list with the words or phrases from the box.

<table>
<thead>
<tr>
<th>reader</th>
<th>polite</th>
<th>simple</th>
<th>points</th>
<th>brief</th>
<th>complicated</th>
<th>direct</th>
</tr>
</thead>
</table>

**Organizing your letter or email**

* Decide on the important ......................\(^1\) to write in your message.
* Keep letters and emails ......................\(^2\)
  → 1 page for letters
  → 2-4 short lines or paragraphs for emails
* Be ................\(^3\), yet use simple and .................\(^4\) words.
* Don’t write long, ...................\(^5\) sentences.
* Write for the .........................\(^6\), not for yourself.

B   For each word group write a similar word from 1A.

1. concise............. . short....................
2. friendly............. .. courteous..............
3. difficult............... complex................
4. ideas.................. items....................

2   Look at the following parts of a letter or email. Arrange them in a logical order.

**The structure of a letter or email**

 .......... Reason for writing
 .......... Taking action
 .......... Concluding
 .......... Opening greeting
 .......... Connecting with the reader
 .......... Closing greeting
 .......... Giving good/bad news; requests; agreeing to requests
A From exercise 2, label the language examples with the correct heading.

**The body of a letter or email**

a  ___________________ Dear Mr Smith  
    Hi James

b  ___________________ In regards to your phone call...  
    Thanks for your phone call this morning...

c  ___________________ I would like to inform you...  
    Just to let you know...

d  ___________________ I would appreciate it if you could...  
    Could you....?

e  ___________________ I would be delighted/pleased to assist you.  
    I’d be glad to help out.

f  ___________________ If you have any further questions, please do not hesitate to contact me.  
    Let me know if need anything else.

g  ___________________ Sincerely  
    Mr James Smith  
    Best wishes  
    James

B From exercise 3A, complete the following about writing a letter or email.

1. There are two styles of writing in business: **formal** and **informal**. Which phrases in 3A are **informal**?

   ________________________________________________________________

2. 3 differences in **formal** and **informal** styles are: ____________________________________

4 A Match the opening and closing greetings.

a  Dear Sir or Madam  
   Ladies and Gentlemen  
   1  Take care  
   Best wishes  
   All the best

b  Hi Susan  
   Dear Robert and Mary  
   2  Yours faithfully  
   Sincerely (yours)

c  Dear Mrs Jones  
   Dear Mr Smith  
   3  Best/Kind Regards  
   Sincerely

B Finish the sentences about the greetings in 4A.

1. When you don’t know the name of the person, use __________ for an opening and __________ for a closing greeting.

2. __________ is suitable to write when you know the person by the first name.

3. If you’ve just met the customer, then it’s appropriate to open with ___________ and close with _______________.

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