



# Essential Skills for Entrepreneurs

Writing Skills



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Workplace Education Manitoba would like to express appreciation to the following for supporting the development of this curriculum:

**Human Resources Skills Development Canada (HRSDC)**

**and**

**Industry Workforce Development, Competitiveness Training  
and Trade, Province of Manitoba**

Essential Skills for Entrepreneurs was jointly funded through Human Resources Skills Development Canada (HRSDC) and the Workplace Education Manitoba Steering Committee (WEMSC).

Workplace Education Manitoba would also like to thank the individuals from across Manitoba who provided consultation, content and feedback.

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ACKNOWLEDGMENTS



## ESSENTIAL SKILLS: *What are they and why should I care?*

There are 9 skills that are essential to performing well at work. They are the Essential Skills that are important for success as an entrepreneur.

### **The 9 Essential Skills are:**

*Technical Reading*  
*Document use*  
*Writing*  
*Numeracy*  
*Oral communication*  
*Thinking skills*  
*Working with others*  
*Computer use*  
*Continuous learning*

People use the Essential Skills in different ways in different workplaces. However, all of the Essential Skills are used in some way in every workplace. Here are a few examples of the way Essential Skills might be used in your work as an entrepreneur:

- 
- Reading and interpreting legal documents like contracts, agreements and tax forms
  - Filling out and keeping track of the paperwork required for running a business
  - Getting financial information from charts, tables and graphs and interpreting financial statements
  - Communicating and selling ideas to others
  - Initiating contact with others, networking and making small talk
  - Questioning and interacting with customers
  - Resolving conflict with others
  - Negotiating contracts with suppliers and customers
  - Preparing a marketing plan
  - Writing email, letters and short reports
  - Developing and monitor budgets
  - Analyzing the pros and cons of a plan
  - Creating and monitoring schedules, making adjustments if necessary
  - Evaluating the quality of advertising and making good judgments about design, layout, colour, logos, etc.
  - Using problem-solving strategies to constructively resolve problems, issues and concerns
  - Using a decision-making process to make sound business decisions
  - Researching, gathering information and monitoring trends
  - Making efficient use of time
  - Organizing and prioritizing work tasks
  - Dealing with interruptions and resolving tasks that go off-track
  - Responding to situations that unexpectedly arise
  - Remembering names, faces and voices of customers and their history as part of providing good customer service
  - Taking a leadership role and communicating priorities
  - Organizing and directing the work of others
  - Taking advantage of learning opportunities
  - Using computer technologies and software programs

## ESSENTIAL SKILLS:

## *What can I do?*

<b>Step One</b>	<p><b>I can:</b> Identify events or activities in my life where I have learned skills that I will use as an entrepreneur:</p> <ul style="list-style-type: none"><li>• What skills have I learned from school, paid or unpaid work, hobbies, sports, volunteer work, etc?</li><li>• Would an entrepreneur use these skills? How?</li></ul>
<b>Step Two</b>	<p><b>I can:</b> Take stock of my Essential Skills:</p> <ul style="list-style-type: none"><li>• I <i>know</i>...</li><li>• I <i>can</i>...</li><li>• I <i>am</i>...</li></ul>
<b>Step Three</b>	<p><b>I can:</b> Visualize my future as an entrepreneur and the learning goals that will help me get there.</p>
<b>Step Four</b>	<p><b>I can:</b> Identify my Essential Skills gaps and the supports I need:</p> <ul style="list-style-type: none"><li>• What Essential Skills do I need to work on?</li><li>• How do I get the help I need?</li></ul>
<b>Step Five</b>	<p><b>I can:</b> Create an action plan for reaching my goals:</p> <ul style="list-style-type: none"><li>• What do I need to do to get from where I am to where I want to be? (Specifically)</li></ul>
<b>Step Six</b>	<p><b>I can:</b> Do it!</p>

**What is the Essential Skills for Entrepreneurs workbook series?**

This Essential Skills workbook series covers the Essential Skills considered to be most important to an entrepreneur's success in any workplace.

There are four workbooks in this series:

- Document Use,
- Writing Skills,
- Oral Communication, and
- Thinking Skills

**How can the Essential Skills for Entrepreneurs workbook series help you?**

These Essential Skills workbooks will give you an opportunity to learn more about and practice the skills an entrepreneur needs to be successful. They will also help you find out what you need to learn more about.



# Writing Skills for Entrepreneurs

*Using the written  
word to create  
a clear message.*

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## Purpose and Audience

The two most important things to think about when you write for business communication are your purpose and your audience.

Your purpose is the reason you are writing. You may be writing to report, to ask, to inform, to persuade, or to explain. You may:

- report your workers' earnings to the government
- ask for price quotes from a supplier
- inform potential customers about a product
- persuade the bank to give you a loan
- explain why you need an extension on a deadline

Of course, you may have more than one purpose for writing. If you write a flyer to promote your business, then you are writing to inform readers about your services **and** to persuade them to use your services.

Your audience is made up of the people who will be reading your writing. Knowing your audience allows you to select or reject details for that specific audience. Different audiences expect different types of written material. Readers of business plans do not need to read about how your parents always wanted you to be a success. Readers of a flyer promoting a craft fair do not need to read about the history of art.

Do your research. Know how familiar your audience is with your subject. It will help you decide how to write, how much information to include, how long to make your text, and how formal or informal your text should be.

You will learn about clear writing guidelines in this module. You will also learn about specific guidelines for persuasive writing, emails, and letters. Check the Document Use module for more information about document writing.

## Part 1 Use Clear Message

Clear language is simple and direct. It is easy for readers to understand. Use clear language for all of your business communication.

The table below lists several clear language guidelines. It is followed by some explanations and examples. The activities will allow you to practise some of these guidelines.

Do	Do not
Use a positive tone	Use a negative tone
Write short sentences	Write long sentences with lots of information
Use organizers	Write everything in paragraph form
Avoid unnecessary words	Use “empty” words
Proofread carefully	Send out writing with errors

### Use a Positive Tone

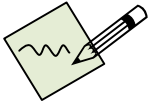
When you speak, your tone is an important part of your message. Imagine asking “What’s the problem?” using a caring tone, and then “What’s the problem?” using an impatient tone. The message is very different. When you use a caring tone, the message is “How can I help?” However, when you use an impatient tone, the message is “I don’t have time for this!”

Tone is also important when you are writing. A positive tone is polite and friendly. It shows that you respect your reader. If you use a positive tone, people will see that it is pleasant to work with you.

A negative tone says that you do not respect your reader. A negative tone can be aggressive, sarcastic, or threatening. If you use a negative tone, your employees may not be loyal to you, and others may not want to do business with you.

You can use a positive tone even if your message is not pleasant.

#1

**TRY this**

Read the following messages. Write **P** for positive tone and **N** for negative tone before each statement.

1. \_\_\_\_\_ Thank you for bringing this problem to my attention.
2. \_\_\_\_\_ Your payment is overdue. Please submit it by the end of this week.
3. \_\_\_\_\_ We can't possibly fill your order in such a short time.
4. \_\_\_\_\_ I will see that your order is shipped to you as soon as it is completed.
5. \_\_\_\_\_ If you can't do the job, just say so!
6. \_\_\_\_\_ There is NO way that we can give it to you at the price you are asking.
7. \_\_\_\_\_ Don't expect a raise if you don't care about the quality of your work.
8. \_\_\_\_\_ I'd like to meet with you to explain our costs and negotiate a price we can both agree to.
9. \_\_\_\_\_ I am open to suggestions about ways to motivate employees.
10. \_\_\_\_\_ Trying to get a commitment from you is a hopeless cause!
11. \_\_\_\_\_ When you make a mess, clean it up. I'm not your maid.
12. \_\_\_\_\_ Please clean your work area when your shift is over.
13. \_\_\_\_\_ I am sorry that I can't meet with you this week. Are you available next week?
14. \_\_\_\_\_ Thank you for the information about your products. We have decided to go with a local supplier.
15. \_\_\_\_\_ I am returning this shipment since three of the items were broken when it arrived.

## Write Short Sentences

Short sentences are often clearer than long sentences. The reader does not have to think of too many things at once. Read this information about delivery of orders.

*Our standard delivery for local orders is five working days, if your order is urgent please make sure that you talk to our clerk directly and we will try to deliver it in 24 hours.*

This information tells about different orders: standard and urgent. The information is not clear because the sentence is too long. The information can be made clearer by dividing it into two sentences. **Use a period instead of a comma to separate the sentences.**

*Our standard delivery for local shipments is five working days.  
If your order is urgent please make sure that you talk  
to our clerk directly and we will try to deliver it in 24 hours.*

Read these instructions about avoiding contamination. It uses a long sentence with lots of information.

*Practise good personal hygiene by washing your hands thoroughly  
and report illnesses to your supervisor and follow all cleaning schedules carefully.*

These instructions can be divided into three sentences to make them clearer. **Use a period instead of the word “and” to separate the sentences.**

*Practise good personal hygiene by washing your hands thoroughly.  
Report illnesses to your supervisor. Follow all cleaning schedules carefully.*

## Use Organizers

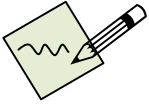
Organizers are things such as headings, subheadings, numbered lists, and bullets. They help your reader to navigate around your writing. Organizers also help you to highlight important information so that it is clear for your reader.

In the last section you looked at instructions about avoiding contamination. These instructions can be made even clearer if you add a heading and list the information in point form.

### **Avoid contamination**

- Practise good personal hygiene by washing your hand thoroughly.
- Report illnesses to your supervisor.
- Follow all cleaning schedules carefully.

#2



### TRY this

1. This ad informs customers about products. Rewrite this ad and divide the information into two sentences.

*We believe in using fresh healthy produce and supporting our local economy this is why we only use organic ingredients grown in Manitoba for our salads.*

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2. This is important information about how to use a fire extinguisher. Each letter of the word PASS stands for an action.

*P is for pull the pin and A is for aim at the base of the fire and S is for squeeze the handle and S is for sweep from side to side to put out the flame.*

Divide the sentence above into four sentences by crossing out the word “and”. Replace the word “and” with periods.

Now make the instructions even clearer by writing them in point form. Don’t forget to add a heading. (Hint: You do not need to write “is for”.)

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## Avoid Unnecessary Words

Unnecessary words are sometimes called *empty* words because they add nothing to the meaning of the sentence. These extra words can make the meaning unclear.

For example:

*For all intents and purposes, the reason that Sam arrived late for his shift was due to the fact that he stopped to talk to in the neighbourhood of 10 employees to find out if they were willing and able to donate money for Cathy's retirement gift. (47 words)*

We can say the same thing with less than half the words. The meaning is clearer.

*Sam arrived late for his shift because he stopped to ask several employees if they would donate money for Cathy's retirement gift. (22 words)*

Here is a list of expressions that use extra words. The column on the right has the clear words you can use instead.

Instead of...	Write...
many different ways	many ways
blue in colour	blue
advance notice	notice
appear to be	appear
completely finished	finished
the reason being that	because
at this point in time	now
in the neighbourhood of	about
had an effect upon	affected
for the purpose of	for
at the same time as	while
in many cases	often
in some cases	sometimes
in the event that	if
with reference to	about
with the possible exception of	except
in order to	to
until such time as	until
due to the fact that	because

#3

**TRY this**

Rewrite these sentences. Remove any extra words that add nothing to the meaning. Use the list on the previous page if you need help.

1. Our new company truck is green in colour.  
\_\_\_\_\_
2. I need to ask my employees to work overtime in many cases.  
\_\_\_\_\_
3. The cut in pay had an effect upon the employees.  
\_\_\_\_\_
4. You must give me advance notice if you want time off.  
\_\_\_\_\_
5. In the event that a customer complains you must let me know immediately.  
\_\_\_\_\_
6. The driver completely finished his deliveries.  
\_\_\_\_\_
7. I cleaned the engine at the same time as I recharged the battery due to the fact that I had free time.  
\_\_\_\_\_
8. The cell phone is for the purpose of calling someone in the event that you need help.  
\_\_\_\_\_
9. Please send our order at this point in time.  
\_\_\_\_\_
10. I need to order more supplies the reason being that I used the last ones this morning.  
\_\_\_\_\_



## Proofread Carefully

It does not matter how good the content of your message is if other people have trouble understanding it because of poor grammar, punctuation, and spelling.

- Read your message out loud to hear how it sounds.
- Create natural pauses by adding commas and periods.
- Use spell check or the dictionary.
- Take action to improve your spelling. Be aware of commonly misspelled or confusing words.

### #4



### TRY this

Some words that are commonly used in business are often misspelled. Your writing will look more professional if you learn to spell them correctly.

This activity has three parts.

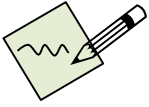
#### Part 1

Study the list of 15 commonly misspelled words below. Underline the parts of the words that might cause spelling problems.

**Example: harass** (It is hard to remember if this word has double “r” or double “s” or both.)

1. accommodate
2. acknowledgement
3. commitment
4. consensus
5. deductible
6. grateful
7. liaison
8. license (The British spelling is licence, but it is not commonly used)
9. occasion
10. occurrence
11. privilege
12. precede
13. questionnaire
14. separate
15. withhold

#4



Continued

## Part 2

The words from the list are used in context in the sentences below. Underline the correct spelling of the word in *italics> in each sentence. Try not to look at the list!*

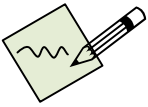
1. I will do my best to accommodate/*acommodate* your request.
2. After I receive your order, I will send you a letter of acknowledgement/*acknowledgement* with payment details.
3. I appreciate your *comittment*/commitment to our business relationship.
4. The board will move on the proposal once it has reached a *concensus*/consensus.
5. We will have to pay the deductible/*deductable* for the broken window.
6. I want you to know that I am grateful/*grateful* for your support.
7. I hope to build some *liasons*/liaisons by attending the trade show.
8. You will need a special license/*lisence* if you sell food to the public.
9. Please come out and help up *celebrate* this special occasion/*ocassion*.
10. You must fill out an *occurrence*/occurrence report to explain what happened.
11. It was a *priviledge*/privilege working with you.
12. Don't forget to *precede*/*preceed* your resume with a cover letter.
13. Please fill out this questionnaire/*questionnaire* and send it back to me as soon as possible.
14. I will send the details of the proposal in a *seperate*/separate document.
15. We will *withhold*/*withhold* payment until we are satisfied with the product.

## Part 3

Practise writing these words correctly on the following page. Have someone say the words out loud as you try to spell them. Practise until you can spell them all correctly. Try to spell them again in a few weeks to see if you remember the correct spelling.



#5



### TRY this

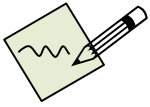
You may know how to spell business words that you use often, but you must also make sure that you know the difference between commonly confused words. These words look alike or sound alike, but have different meanings.

Because many of the words are simple, it does not look good if you use them incorrectly. You will not impress an investor if you can correctly spell the word *speculation*, but get mixed up with *their* and *there*.

Read the sets of commonly confused words in each box, what they mean, and how to use them in sentences. Think about why they are often confused and how they are different.

Word	Meaning	Sentence
<b>accept</b>	to receive to agree to	I accepted the award. I accept the terms of the contract.
<b>except</b>	to exclude	Everyone was invited to the trade show except Sue.
<b>affect</b>	to impact	We want our marketing to affect people's spending.
<b>effect</b>	the outcome	Toxic chemicals can have deadly side effects.
<b>allowed</b>	to have permission	You are allowed to make an appeal.
<b>aloud</b>	out loud	He read his speech aloud to see if it sounded good.
<b>choose</b>	pick, decide on	Please choose one response only.
<b>chose</b>	picked, decided on	We chose the best person for the job.
<b>coarse</b>	large grained	We ordered coarse gravel for the parking lot.
<b>course</b>	program of study	I am going to take a business writing course.
<b>hear</b>	to become aware of	Did you hear about the new tax incentive?
<b>here</b>	at this place	Please sign here.

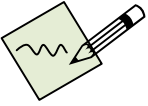
#5



Continued

Word	Meaning	Sentence
<b>hole</b>	an opening or empty place in a solid thing	Please fix the hole in the hose.
<b>whole</b>	all	We will ship your whole order today
<b>its</b>	used to show possession	A business is only as good as its products.
<b>it's</b>	it is	It's in the new catalogue.
<b>leased</b>	method of renting	The sales rep leased a car.
<b>least</b>	smallest amount or number	The contract went to the company with the least overhead expenses.
<b>loose</b>	not tight	The valve cap is loose.
<b>lose</b>	misplace, be defeated	We do not want to lose this bid.
<b>personal</b>	private, individual	We will not give out personal information about our clients.
<b>personnel</b>	employees	I need to hire maintenance personnel.
<b>quiet</b>	silent, not noisy	I need some quiet time to finish this report.
<b>quit</b>	stop	We quit work at 6:00 p.m.
<b>quite</b>	very much	I was quite satisfied with the finished product.
<b>stationary</b>	still, not moving	They manufacture stationary bikes.
<b>stationery</b>	paper	We need to order more stationery.
<b>than</b>	joining word to show comparison	Our prices are less than our competitor's prices.
<b>then</b>	expressing time	I finished sanding, and then I started priming the surface.
<b>their</b>	showing possession or ownership	They raised their prices.
<b>there</b>	place	Put it on the shelf over there
<b>they're</b>	they are	They're offering a new course.

#5



Continued

Word	Meaning	Sentence
<b>to</b>	used to introduce word or phrase	They are going to Brandon to attend a conference.
<b>two</b>	number	I have two full time employees.
<b>too</b>	also, in excess	It was too hot to work today.
<b>your</b>	showing possession or ownership	Please submit your invoice today.
<b>you're</b>	you are	You're right on time.

Find the commonly confused words in the sentences below. Correct any words that are spelled incorrectly. Some sentences have more than one word spelled incorrectly.

- I am sorry, but we can not use you're services at this time. \_\_\_\_\_
- There open house was very successful. \_\_\_\_\_
- We are happy with our new air conditioner. It is much more quite then our old one. \_\_\_\_\_
- The recession has effected small businesses less than big businesses.  
\_\_\_\_\_
- You're not aloud to serve alcohol without a permit.  
\_\_\_\_\_
- If you work to quickly the quality of your work may be affected.  
\_\_\_\_\_
- Human resource personal have access to personnel information about employees. \_\_\_\_\_
- Its already 11:30 a.m. and he has done nothing for the hole morning!  
\_\_\_\_\_
- There is no one hear accept me and I can not answer you're question. Please call back this afternoon. \_\_\_\_\_
- We may loose they're business if we can't meet the deadline.  
\_\_\_\_\_

## Part 2 Persuasive Writing

The main purpose of persuasive writing is to convince your audience that what you say is true. As a business owner, it is very important that your readers believe what you are writing so that they will do what you want them to do. You may write to convince customers to buy your products. You may write to buyers to change their minds about who their supplier should be. You may write to convince funders to support your business plan.

It is important that you believe in your products or services if you want others to do so. It is also important that you follow these guidelines:

Do	Do not
Write directly to the reader	Use a formal distant style
Get to the point	Hide the main point
Stress benefits	Stress features

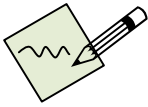
### Write Directly to the Reader

It is easier to write directly to your readers if you know who they are. You need to do as much research as possible before you write. Sending a letter to the attention of *Mr. Black* is more personal than sending a letter to the *Manager* or *To Whom it May Concern*.

You can still be personal even if you don't know exactly who your audience is. Look at the difference between these two sentences:

1. It can be seen that there is a need for quality massage tables in the industry.
  2. You want the best quality massage tables for your clients.
- The first sentence sounds formal and distant.
  - The second sentence is less formal and closer to the reader. It addresses therapists directly by using the words *you* and *yours*. It also reminds readers about the importance of their clients.

#6

TRY this

Read the pairs of sentences. Write D before the sentence that is more direct and personal.

1. \_\_\_ Over \$5,000 was earned in the first quarter.  
\_\_\_ We earned over \$5,000 in the first quarter.
2. \_\_\_ Assembly of the amplifier is not difficult if all the steps are followed.  
\_\_\_ You won't have trouble assembling the amplifier if you follow all the steps.
3. \_\_\_ You will have one extra month to make your payment.  
\_\_\_ The new policy shall be to extend our payment deadline by one month.
4. \_\_\_ Several tests were conducted on the new product.  
\_\_\_ We conducted several tests on our new product.
5. \_\_\_ Our technician will fix your converter by Monday.  
\_\_\_ The situation of the malfunctioning converter is expected to be resolved by Monday.
6. \_\_\_ We know this tool can help you.  
\_\_\_ It is believed that this tool will be useful for your purposes.
7. \_\_\_ The shop is expected to be closed during renovations.  
\_\_\_ We will need to close our shop during renovations.
8. \_\_\_ I expect to increase my profit by 25% in my second year of business.  
\_\_\_ Expected profit for the second year will be 25% more than the first year.
9. \_\_\_ This email is to announce the opening of our new location in your area.  
\_\_\_ We are opening a new store near you.
10. \_\_\_ We conducted several interviews to see if our services were needed.  
\_\_\_ To determine the feasibility



## Get to the Point

Most business readers are very busy. They have many things to read everyday, and they only have time to skim for the main idea. They ask themselves, “What is the point?” as they skim. They may stop reading if they have trouble answering this question. This is why it is important for you to state the main point clearly near the beginning.

Follow these guidelines:

- If you write to ask for something, write the request first, followed by the reasons.
- If you write to answer an inquiry, write the answer first, followed by the explanation.
- If you write a proposal, write the summary first, followed by the details.

Your audience will appreciate knowing what to expect. They may decide to take the time to read your writing more closely.

Here is an example of a hidden main point.

---

Our company is facing a serious problem. My research shows that three out of four employees in each department are at least fifteen minutes late at least twice a week, while almost 40% are at least half an hour late at least once a week. Employees in every department are regularly coming into work late. I estimate that this is costing us some 30 hours of lost time per week – almost a full work week.

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The reader is told at the beginning that there is a serious problem, but not exactly what it is. The reader must then read many details to find out what the problem is. A summary of the problem should come before the details. This is a much stronger message:

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Our company is facing a serious problem. **Employees in every department are regularly coming into work late.** My research shows that three out of four employees in each department are at least fifteen minutes late at least twice a week, while almost 40% are at least half an hour late at least once a week. I estimate that this is costing us some 30 hours of lost time per week – almost a full work week.

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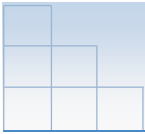
#7

TRY this

This activity has two parts.

**Part 1:** Read the following paragraphs. Underline the sentence that summarizes the main point.

1. On March 27, I received a phone call from you asking for a letter of reference for Ms. Darcy Williams. I have not been able to write sooner as I have been very busy and am currently short staffed. I was surprised that Darcy had moved to Thompson. Darcy Williams is a reliable employee, a team player, and a hard worker. She never missed work and was always on time. She got along very well with her coworkers. She never complained about working overtime.
2. I recently wrote to you about an important opportunity – one that could help assure your family’s security. It appears that you have not yet taken the opportunity to find out more about our home alarm system discount. The date of this offer has been extended to October 30. You have only one month to take advantage of our home alarm system discount.
3. I would like to apply for your Super Credit Card. This credit card will make it easier for me to keep track of business expenses for tax purposes. I operate my business out of my home, which is paid for. I have an excellent credit rating. As my application shows, I have modest savings and several RRSP’s.
4. Many studios consider photographing a pet, but they do not have our gentle approach in an unhurried environment. At Perfect Pet Photography, pets are our only business. Our strong commitment to client satisfaction is showcased by the perfect photograph that captures the personality of the pet and the loving relationship between the pet and owner. We are a small business that aims to bring a smile to every pet owner’s face when they see their beautiful family member captured in a stunning portrait.
5. Our target market is hunters, skiers, hikers, canoeists, and drop-in customers. Forests and rivers surrounding our motel provide a great background for activities. Our location is a natural place for outdoor enthusiasts. This area is known for great deer and elk hunting.



**Part 2:** Rewrite the paragraphs on the next page. Put the main point near the beginning. Remove any unnecessary information that does not add to the main point.

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## Stress Benefits to the Reader

Persuasive writing stresses benefits instead of features.

Benefits are what your audience will gain (or lose) from your products or services. Some common benefits include: more money, less trouble, more time, less stress, desirable relationships, less trauma, more energy, less tiredness. Benefits answer the reader's question: *What's in it for me?*

Features are characteristics. Features belong to the products or services, not to the buyer. Customers are less interested in reading information about a product than in finding out how the product can make their lives easier or solve their problems. You can always explain features later, but your focus should be on benefits.

These four examples show the difference between features and benefits.

### Example 1:

**Features:** We only install double pane windows.

**Benefits:** You can save energy costs and increase the value of your home by installing our double pane windows.

### Example 2:

**Features:** Our store is open 24 hours.

**Benefits:** You never need to suffer from the munchies again.  
We're open when you need us.

### Example 3:

**Features:** We custom design our patio furniture.

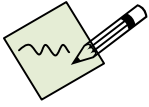
**Benefits:** You can really relax with patio furniture that fits your body and your lifestyle.

### Example 4:

**Features:** Our business lunch catering service is quick and reasonably priced.

**Benefits:** Are you too busy to think about what to serve at business lunches?  
We can save you time and money.

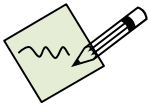
#8

TRY this

Each pair of sentences stresses either benefits to the buyer or features of a product or service. Write B on the line if benefits are stressed. Write F on the line if features are stressed.

1. \_\_\_ You will look 10 years younger without a facelift.  
 \_\_\_ It contains time-defying firming serum.
  
2. \_\_\_ New! 50-number speed dial!  
 \_\_\_ You can keep in touch with your best customers without effort, and you won't get frustrated misdialing.
  
3. \_\_\_ When children get toys, they want to play with them right away. They don't want to assemble them or add batteries. Our toys are ready to go when your kids are.  
 \_\_\_ Batteries are included in all of our toys.
  
4. \_\_\_ You can feed two for the price of one with our home-style meals delivered to your door. All you have to worry about is what wine to serve with your meal.  
 \_\_\_ We are promoting our new business with a two for one deal on home-style meals.
  
5. \_\_\_ The sheds are made of sturdy pine and come with steel doors.  
 \_\_\_ Keep your valuables away from thieves in a safe and secure pine shed.
  
6. \_\_\_ Our sheets have a thread count of 400.  
 \_\_\_ These sheets are so comfy you'll never want to get out of bed.
  
7. \_\_\_ Your car will be nice and warm for you when you leave work.  
 \_\_\_ The heater comes with a timer.
  
8. \_\_\_ Most swimsuits have lycra panels at the waist.  
 \_\_\_ You will look 10 pounds slimmer in our swimsuits.

#8



Continued

9. \_\_\_ Feel the love, not the guilt! Fido will go for long walks with an experienced dog walker while you work. Fido will welcome you home with open paws! And you can still enjoy your weekend treks with your beloved pet.
- \_\_\_ Our dog walkers are all experienced. We will take your dog for two 45-minute walks each day. We are open Monday to Friday.
10. \_\_\_ I will do your grocery shopping once a week and deliver your groceries to your home.
- \_\_\_ Tired of wasting your valuable time and money fighting crowds at the grocery store? All you need to do is write a shopping list. I'll do the rest, while you rest.

## Part 3 Emails

Emails are a quick and easy way to communicate for business. You can share information instantly with the touch of a button. Business emails are not the same as emails to friends and family. Follow the guidelines below.

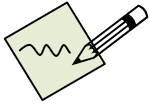
Do	Do not
Use standard writing	Use abbreviations, emoticons, all caps
Focus on one subject	Write about many different subjects
Think, then send	Send, then think

### Use Standard Writing

When you send messages to your friends, you may use all sorts of abbreviations. For example: *U* for *you*, *2* for *to*, *plz* for *please*, etc. You may also use emoticons. These are symbols that express different tones. For example: ☺ ☹ This kind of writing is informal.

Writing for business communication should be more formal. You want your readers to take you seriously. You should be able to express your tone by the words you choose instead of with cute symbols. You should also use the same spelling and grammar you would use in a letter. This is standard writing.

#9

TRY this

Read the email below. Underline five (5) words which are abbreviated or do not use standard spelling. Write the standard spellings on the lines following the email.

**Subject: Summer Hours**

We need to develop a plan for summer hours that is not disruptive to our operations. Last yr we closed early on Fridays during July and August. This did not work well and will not be cont'd this year.

We propose that each employee take every second Friday off. To make up for the lost time, each employee will hafta work one hour more each day.

This is only a proposal and it will not become policy until each of u has had the chance to think about it. We are gonna have a general meeting to make a final decision on June 24.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



## Focus on One Subject

The first thing people look at when they read business emails is the subject line. This tells them if they need to read the email right away, if they can leave it to read later, or if they should delete it.

You do not want your email to be deleted. If you leave the subject line blank and your reader does not know you well, your email may be deleted before it is read.

It is important to summarize the subject of your email in a few words. It is also important that your email is about that one subject. It is easy to send another email on a different subject later.

The subject line below summarizes what the email is about. It gives just enough information to make the reader want to find out more.

Subject: Open House June 23

We are opening a kitchen cabinet business near you. Come and check out our beautiful showroom. We have samples of modern and traditional custom-made cabinets. Enter a draw to win a 20% discount on your dream cabinets.

What: Open House

Who: Kitchen Cabinet Central

Where: 111 Central Street

When: June 23, from 8:30 – 4:30

Why: Because you deserve it!

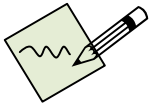
The email below is about two different subjects.

Subject: WHMIS Training Session

All members of the Production Department will participate in a training session about hazardous materials on Friday, June 4. This is a full day session and you will be paid your regular salary. As well, if you have any donations for the golf tournament, please give them to Shirley by June 4.

It is easy to see how the information about donations for the golf tournament could be missed. It should have been sent in a different email with this subject: Golf Tournament Donations.

#10

TRY this

Read the email below. It is about three different subjects. Write a short summary of the three subjects on the lines following the email.

Thank you for inviting me to speak to your class about owning a small business. I understand that my presentations should be about fifteen minutes long, and that I should be available to answer questions. I have attached a copy of my outline. Please let me know if this is suitable or if you have any suggestions. I would like to meet with you to discuss our new product line and the discounts that are available to our loyal customers. Are you available anytime next week? Business has been good this year and I am in the position to offer one of your graduates an entry position with our company. Please send me the names of any students you would recommend for employment. I will arrange interviews with them.

Subject: \_\_\_\_\_

Subject: \_\_\_\_\_

Subject: \_\_\_\_\_

## Think, then Send

Once you hit the send button, your email can not be changed. If your reader opens an email that is unclear or filled with errors, you will not make a good impression. You may also not have another chance to express yourself clearly.

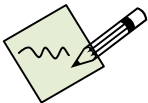
Before you send your email, read it carefully.

- Correct spelling and grammatical errors.
- Delete words and sentences that do not add to the meaning.
- Make sure you get to the main point quickly and that your email is well organized.
- Check the “TO:” line to make sure that the name and email address are correct.
- Do not forward emails with other people’s addresses. Delete these addresses from the email text before you forward it.
- Use “Bcc” to send *blind* copies to many people. Your readers will not see the addresses of the other people that you have sent the email to.

**IMPORTANT:** Never send an email that you wrote in anger. Give yourself time to cool down, then read the email again. You may need to change your tone.

DO NOT USE ALL CAPITAL LETTERS. THIS IS HARDER TO READ. ALSO, READERS MAY FEEL THAT YOU ARE YELLING AT THEM!!!!

### #11



**TRY this**

Write an email thanking your employee, Syd Sanderson, for working overtime for the past month to get a job order completed on time. His address is [ssanderson@jahoo.com](mailto:ssanderson@jahoo.com). Make up any missing information.

To:	_____
CC:	_____
Subject:	_____

## Part 4 Letters

Why spend time and money to write something down on paper when you can send a quick email and reach somebody in seconds? Emails can get lost or ignored. Emails are not as private or secure as letters. Emails are usually more informal than letters. So when is a letter a good idea? Here are some examples:

- Proposal covering letter
- Job bid covering letter
- New account welcome letter
- Sales letter
- Follow-up letter from phone conversation or meeting
- Complaint letter
- Late payment letter
- Employee warning or termination letter
- Letter of recommendation for somebody
- Apology or thank you letters

You could use email for some of the examples above. However, if you want a permanent record of what you are writing, or if you are writing in a formal situation, a letter is a better choice.

People know that you have taken time and effort to write a letter. They also know that it is a permanent record so they may take it more seriously than an email.

**NOTE:** In order to write effective letters, you should follow all of the guidelines that you have learned so far in this unit.

Here are some more guidelines for letters:

<b>Do</b>	<b>Do not</b>
Use standard format	Use mixed or made-up format
Get organized	Write ideas in any order
Proofread carefully	Send your letter without checking it

## Use Standard Format

The most common format used for business letters is full block style. It is easy to set up and easy to read. All of the information begins at the margin on the left-hand side of the paper. Study the following example of a business letter, and look closely at how it is set up. It includes all of the important pieces of a business letter.

Syd's Snowmobile Supplies  
999 Ninth Street S.W.  
Mason, Manitoba R0A 1B9  
Phone 204-888-8888

August 31, 2009

Gunther Brown  
444 Fourth Street N.E.  
Winter, Manitoba R6P 8J6

Dear Mr. Brown:

Thank you for the cheque for \$1650. Unfortunately, the cheque was not signed, so we can not process it.

We are enclosing the cheque with this letter for your signature. We have also included a postage paid envelope for your convenience.

Thank you for your prompt attention to this matter. We look forward to doing future business with you.

Sincerely,

Syd Stevens  
Owner

Enclosure

Here is a copy of the same sample letter. The information written in red describes the different parts of the letter, as well as the spacing required between the parts.

Leave at least 1 ½ inches at the top. Add more white space for a short letter like this one.

Syd's Snowmobile Supplies  
999 Ninth Street S.W.  
Mason, Manitoba R0A 1B9  
Phone 204-888-8888

(2)

August 31, 2009

(2)

Gunther Brown  
444 Fourth Street N.E.  
Winter, Manitoba R6P 8J6

(2)

Dear Mr. Brown:

(2)

Thank you for the cheque for \$1650. Unfortunately, the cheque was not signed, so we can not process it.

(2)

We are enclosing the cheque with this letter for your signature. We have also included a postage paid envelope the for your convenience.

(2)

Thank you for your prompt attention to this matter. We look forward to doing future business with you.

(2)

Sincerely,

(4)

Syd Stevens  
Owner

(2)

Enclosure

Leave at least 1 ½ inches at the bottom.

This is your return address.

You can use your own letterhead.

You can also include a fax number and email address.

Mailing date

Full name and address of person your letter is going to

Salutation: Name of person

This is the body of the letter.

This body has three paragraphs.

Use single spacing with double spacing between the paragraphs.

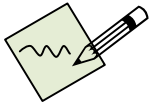
Closing

Write your signature by hand in this space.

Your name and title

Add this if you are sending something with the letter.

#12

TRY this

The following four business letters are missing important parts. Read each letter and write the name of the missing part on the line below each letter.

**NOTE:** These letters should all be signed by hand. The signature is not the missing part for this activity.

A-One Business  
111 First Street  
Winnipeg, Manitoba R2A 6P6

Maggie Waters  
222 Second Street  
Winnipeg, Manitoba R4H 2L1

Dear Ms. Waters:

We regret to inform you that the position of Receptionist has been filled.

We are sorry that we cannot offer you employment at this time.  
Please do not consider this a reflection on your abilities.

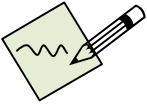
Best of luck in your job search.

Sincerely,

P. Chartrand  
Office Manager

1. \_\_\_\_\_

#12



Continued

Don Blackmore  
333 Third Street  
Winnipeg, Manitoba R2A 6P6

August 1, 2009

Alice Santos, President  
Santos Landscape  
444 Fourth Street  
Winnipeg, Manitoba R4H 2L1

As you know, I plan to start my own landscaping business. I would like to submit my resignation from your company as of September, 2009.

Please contact me if you require any further action on my part.

It has been a pleasure to work as part of the Santos Landscape team.

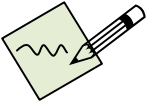
Sincerely,

Don Blackmore  
Lead Landscaper

2. \_\_\_\_\_



#12



Continued

David Lee  
222 Second Street  
Winnipeg, Manitoba R4H 2L1

December 15, 2009

Dear Mr. Lee:

Congratulations! We have opened a credit account in your name as you requested in your letter of October 28, 2009.

Your 30-day account allows you to charge up to \$500 per month. We will send your statement on the 15th of each month. By paying within 30 days, you avoid an 18% interest charge.

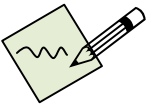
Use your new charge account for our Super Saving Sale coming up in two weeks!

Sincerely,

Pat Hansen  
Credit Manager

3. \_\_\_\_\_

#12



Continued

Green Growers  
555 Fifth Street  
North Bluff, Manitoba R0Y 1Y2

July 21, 2009

Edna Seiffert  
Eco Environments  
666 Sixth Street  
North Bluff, Manitoba R8T 5Y7

Dear Ms. Seiffert:

Our supplier of growth chambers has informed us that they are relocating to another city. I read about your company in a recent trade publication. I am interested in buying local products.

Would it be possible to schedule a meeting and plant tour sometime next week?

I have enclosed data on our projected needs, production schedule, and delivery requirements that may be helpful to you in preparing for this meeting.

Sincerely,

Lou Stevens  
Purchasing Manager

4. \_\_\_\_\_

## Get Organized

In the last section you learned to follow a format for all of the different parts of a letter. In this section you will look more closely at the body of the letter. The body of your letter should also follow a clear order. It should have a beginning, a middle, and an end. This is the most natural order:

1. First paragraph – introduce the subject, give background information, refer to previous contact
2. Middle paragraph(s) – give details about the subject
3. Last paragraph – give follow-up action, closing words

### Examples:

This is the body of a letter about payment of an overdue invoice.

I see from our records that you were first invoiced for \$2000 four months ago. Statements have been sent out to you each month since then. We have not received any payment. You have not contacted us to discuss extending your credit.

You need to pay your outstanding invoice in full in the next seven days. If we don't receive payment, we will be forced to start legal proceedings against you. If you do pay up by the return date, we will not take any further action. We will also restart your 30-day credit as before.

Please contact me immediately and let me know what you intend to do about this problem.

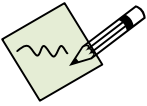
This is a letter of reply to the one above. It is organized the same way.

Thank you for bringing this to my attention. I had no idea we were so late paying.

We have a temporary cash flow problem at the moment. We hope to solve the problem in the next three weeks. Would you consider extending our credit until then, with an interest rate we can agree on?

I will phone you in the next few days to discuss payment terms.

#13

TRY this

Read the four letters below. Number the paragraphs in the correct order from 1 to 3 for each letter. Write the numbers on the lines in front of each paragraph.

\_\_\_\_\_ Please notify us with your wish to cancel or make some changes within two weeks of receiving this letter.

\_\_\_\_\_ We received your purchase order on May 23 as enclosed in your letter. We are pleased to accept your order, but we cannot accept the order on credit terms. As agreed to, we shall ship the merchandise on C.O.D. terms.

\_\_\_\_\_ This letter is a notice of C.O.D. terms.

\_\_\_\_\_ We offer many healthy vegetarian options, including Homemade Roasted Red Pepper Hummus, Veggie Quesadilla, Grilled Veggie Wrap, Veggie Gyro, and Garden Burger. We make a vegetarian homemade cream or broth soup daily.

\_\_\_\_\_ Thank you for inquiring about our vegetarian menu.

\_\_\_\_\_ Take advantage of our introductory offer. All new catering customers receive a 10% discount on their first order.

\_\_\_\_\_ We have attached the copy of our purchase order. It includes the terms and conditions of the deal. We will expect the delivery of the merchandise on or before the agreed-upon date.

\_\_\_\_\_ Feel free to call me if you have any questions or concerns.

\_\_\_\_\_ This letter is for formal confirmation of the order we discussed on Oct 12.

#13



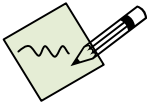
Continued

- \_\_\_\_\_ There has been a change in our delivery service policy which we would like to bring to your attention.
- \_\_\_\_\_ We have always provided free delivery for all orders. Due to the increase in the price of fuel, we must now limit this free delivery service to any orders over \$200. We regret the necessity of imposing this restriction.
- \_\_\_\_\_ We wish to take this opportunity to thank you for being one of our most valued customers.

### Proofread Carefully

This step is even more important for letters than for emails. Emails are often deleted as soon as they are read. Letters are a permanent record of your writing. Your reader may refer to your letter more than once. You will look like an amateur if it is sloppy and filled with spelling and grammatical errors. Your letter may be hard for others to understand. People may think that your work is also sloppy and filled with errors. This is not a good way to do business.

#14

TRY this

This activity has two parts.

**Part 1:** Proofread this letter. It has 10 errors. Underline the trouble spots.

**Part 2:** Rewrite the letter with the corrections on the next page.

Just Fish  
General Delivery  
Lockport, Manitoba R1A 1A1  
Phone 204-757-0000

June 30, 2009

Dear Ms. Willson:

Darcy Willson  
200 Buckingham Close  
Winnipeg, Manitoba R3C 0Y8

I am looking for investors for my new company. Louis Danforth of Great Tackle! gave me your name. He said that you may want to take advantage of this great business opportunity. 😊

I am enclosing a copy of my business plan and promotional materials in a separate document, you will see that I have years of experience in the fishing industry, and that I have put careful thought into developing my own business.

After you have had a chance to read the materials, I wanna to set up a meeting with you to update you on my progress and to answer any questions you may have. I will follow up this letter with a phone call in a few weeks unless I hear from you before than.

I am grateful for you're time and consideration.

SINCERELY,  
Doug Smithers  
Owner, Just Fish

Enclosure



## Summary

In this module you learned how to write clearly. You also learned about persuasive writing, and studied guidelines for emails and letters. The skills you developed in this module are a base for any other writing you will do as an entrepreneur.

Some of the writing that you will need to do will be complex. For example, you will need to write a business plan. There are many places in Manitoba where you can go to get help with complex writing. There are also many websites you can visit that will give you important information, as well as examples to help you with your writing.

Remember, the two most important things to think about whenever you write are your **purpose** and your **audience**.

If you know how to use a computer and you have Microsoft Word, you can search for Business Templates. These include information and outlines on how to write the following:

- Business plan
- Business report
- Business trip itinerary with meeting details
- Request for credit limit increase
- Business card
- Flyer
- Fax cover sheet
- Newsletter
- Business proposal
- Price quote
- Bank loan request
- Gift certificate





# Answer Key



## TRY this #1

1. P
2. P
3. N
4. P
5. N
6. N
7. N
8. P
9. P
10. N
11. N
12. P
13. P
14. P
15. P

## TRY this #2

1. We believe in using fresh healthy produce and supporting our local economy. This is why we only use organic ingredients grown in Manitoba for our salads.
2. **PASS**  
**P** - pull the pin  
**A** - aim at the base of the fire  
**S** - squeeze the handle  
**S** - sweep from side to side to put out the flame.

**TRY this #3**

1. Our new company truck is green.
2. I need to ask my employees to work overtime often.
3. The cut in pay affected the employees.
4. You must give me notice if you want time off.
5. If a customer complains you must let me know immediately.
6. The driver finished his deliveries.
7. I cleaned the engine while I recharged the battery because I had free time.
8. The cell phone is for calling someone if you need help.
9. Please send our order now.
10. I need to order more supplies because I used the last ones this morning.

**TRY this #4**

1. accommodate
2. acknowledgement
3. commitment
4. consensus
5. deductible
6. grateful
7. liaisons
8. license
9. occasion
10. occurrence
11. privilege
12. precede
13. questionnaire
14. separate
15. withhold

**TRY this #5**

1. your
2. Their
3. quiet, than
4. affected
5. allowed
6. too
7. personnel, personal
8. It's, whole
9. here, except, your
10. lose, their

**TRY this #6**

The following sentences are more direct and personal:

1. We earned over \$5,000 in the first quarter.
2. You won't have trouble assembling the amplifier if you follow all the steps.
3. You will have one extra month to make your payment.
4. We conducted several tests on our new product.
5. Our technician will fix your converter by Monday.
6. We know this tool can help you.
7. We will need to close our shop during renovations.
8. I expect to increase my profit by 25% in my second year of business.
9. We are opening a new store near you.
10. We conducted several interviews to see if our services were needed.

## TRY this #7

### Part 1

1. On March 27, I received a phone call from you asking for a letter of reference for Ms. Darcy Williams. I have not been able to write sooner as I have been very busy and am currently short staffed. I was surprised that Darcy had moved to Thompson. Darcy Williams is a reliable employee, a team player, and a hard worker. She never missed work and was always on time. She got along very well with her coworkers. She never complained about working overtime.
2. I recently wrote you about an important opportunity – one that could help assure your family’s security. It appears that you have not yet taken the opportunity to find out more about our home alarm system discount. The date of this offer has been extended to October 30. You have only one month to take advantage of our home alarm system discount.
3. I would like to apply for your Super Credit Card. This credit card will make it easier for me to keep track of business expenses for tax purposes. I operate my business out of my home, which is paid for. I have an excellent credit rating. As my application shows, I have modest savings and several RRSP’s.
4. Many studios consider photographing a pet, but they do not have our gentle approach in an unhurried environment. At Perfect Pet Photography, pets are our only business. Our strong commitment to client satisfaction is showcased by the perfect photograph that captures the personality of the pet and the loving relationship between the pet and owner. We are a small business that aims to bring a smile to every pet owner’s face when they see their beautiful family member captured in a stunning portrait.
5. Our target market is hunters, skiers, hikers, canoeists, and drop-in customers. Forests and rivers surrounding our motel provide a great background for activities. Our location is a natural place for outdoor enthusiasts. This area is known for great deer and elk hunting.

### Part 2:

Answers will vary for this part of the activity. Here are some possible answers. Compare them to your own.

1. This is a letter of reference for Ms. Darcy Williams. Darcy Williams is a reliable employee, a team player, and a hard worker. She never missed work and was always on

time. She got along very well with her coworkers. She never complained about working overtime.

2. I recently wrote to you about an important opportunity – one that could help assure your family’s security. The date of this offer has been extended to October 30. You have only one month to take advantage of our home alarm system discount.
3. I would like to apply for your Super Credit Card. This credit card will make it easier for me to keep track of business expenses for tax purposes. I operate my business out of my home, which is paid for. I have an excellent credit rating. As my application shows, I have modest savings and several RRSP’s.
4. At Perfect Pet Photography, pets are our only business. Many studios consider photographing a pet, but they do not have our gentle approach in an unhurried environment. Our strong commitment to client satisfaction is showcased by the perfect photograph that captures the personality of the pet and the loving relationship between the pet and owner. We are a small business that aims to bring a smile to every pet owner’s face when they see their beautiful family member captured in a stunning portrait.
5. Our location is a natural place for outdoor enthusiasts. Our target market is hunters, skiers, hikers, canoeists, and drop-in customers. Forests and rivers surrounding our motel provide a great background for activities. This area is known for great deer and elk hunting.

## TRY this #8

1. **B** You will look 10 years younger without a facelift.  
**F** It contains time-defying firming serum.
2. **F** New! 50-number speed dial!  
**B** You can keep in touch with your best customers without effort, and you won't get frustrated misdialing.
3. **B** When children get toys, they want to play with them right away. They don’t want to assemble them or add batteries. Our toys are ready to go when your kids are.



- F** Batteries are included in all of our toys.
4. **B** You can feed two for the price of one with our home-style meals delivered to your door. All you have to worry about is what wine to serve with your meal.
- F** We are promoting our new business with a two for one deal on home-style meals.
5. **F** The sheds are made of sturdy pine and come with steel doors.
- B** Keep your valuables away from thieves in a safe and secure pine shed.
6. **F** Our sheets have a thread count of 400.
- B** These sheets are so comfy you'll never want to get out of bed.
7. **B** Your car will be nice and warm for you when you leave work.
- F** The heater comes with a timer.
8. **F** Most swimsuits have lycra panels at the waist.
- B** You will look 10 pounds slimmer in our swimsuits.
9. **B** Feel the love, not the guilt! Fido will go for long walks with an experienced dog walker while you work. Fido will welcome you home with open paws! And you can still enjoy your weekend treks with your beloved pet.
- F** Our dog walkers are all experienced. We will take your dog for two 45-minute walks each day. We are open Monday to Friday.
10. **F** I will do your grocery shopping once a week and deliver your groceries to your home.
- B** Tired of wasting your valuable time and money fighting crowds at the grocery store? All you need to do is write a shopping list. I'll do the rest, while you rest.

**TRY this #9**

1. year
2. continued
3. have to
4. you
5. going to

**TRY this #10**

Subject: Presentation about Owning a Small Business

Subject: Meeting about New Product Line

Subject: Position for Graduate

**TRY this #11**

Answers will vary. Here is one possibility.

To: <u>ssanderson@yahoo.com</u>
CC: _____
Subject: <u>Overtime</u>
Hi Syd:  I want to thank you for working overtime for the past month. Your hard work helped us to get this big job order completed on time. I really appreciate your dedication.  Enjoy your time off with your family this summer!  Thanks again, Sally Pinkerton

**TRY this #12**

1. The date is missing.
2. The salutation is missing.
3. The return address is missing.
4. The enclosure line is missing.

**TRY this #13**

3 Please notify us with your wish to cancel or make some changes within two weeks of receiving this letter.

2 We received your purchase order on May 23 as enclosed in your letter. We are pleased to accept your order, but we cannot accept the order on credit terms. As agreed to, we shall ship the merchandise on C.O.D. terms.

1 This letter is a notice of C.O.D. terms.

2 We offer many healthy vegetarian options, including Homemade Roasted Red Pepper Hummus, Veggie Quesadilla, Grilled Veggie Wrap, Veggie Gyro, and Garden Burger. We make a vegetarian homemade cream or broth soup daily.

1 Thank you for inquiring about our vegetarian menu.

3 Take advantage of our introductory offer. All new catering customers receive a 10% discount on their first order.

- 2 We have attached the copy of our purchase order. It includes the terms and conditions of the deal. We will expect the delivery of the merchandise on or before the agreed-upon date.
- 3 Feel free to call me if you have any questions or concerns.
- 1 This letter is for formal confirmation of the order we discussed on Oct 12.

- 1 There has been a change in our delivery service policy which we would like to bring to your attention.
- 2 We have always provided free delivery for all orders. Due to the increase in the price of fuel, we must now limit this free delivery service to any orders over \$200. We regret the necessity of imposing this restriction.
- 3 We wish to take this opportunity to thank you for being one of our most valued customers.

**TRY this #14**

Part 1: Letter with errors underlined and explanations written in red.

Just Fish  
 General Delivery  
 Lockport, Manitoba R1A 1A1  
 Phone 204-757-0000

June 30, 2009

Dear Ms. Willson: **salutation is in the wrong place**

Darcy Willson  
 200 Buckingham Close  
 Winnipeg, Manitoba R3C 0Y8

I am looking for investors for my new company. Louis Danforth of Great Tackle! gave me your name. He said that you may want to take advantage of this great business opportunity. ☺ **unnecessary emoticon**

I am enclosing a copy of my business plan and promotional materials in a seperate **spelling error** document, you **comma instead of period** will see that I have years of experience in the fishing industry, and that I have put careful thought into developing my own business.

After you have had a chance to read the materials, I wanna **spelling error** to set up a meeting with you to update you on my progress and to answer any questions you may have. I will follow up this letter with a phone call in a few weeks unless I hear from you before than. **spelling error**

I am greatful for you're time and consideration. **two spelling errors**

SINCERELY, **unnecessary capital letters**

Doug Smithers **no space for signature**

Owner, Just Fish

Enclosure

See next page for the corrected letter.

## Part 2: Corrected letter

Just Fish  
General Delivery  
Lockport, Manitoba R1A 1A1  
Phone 204-757-0000

June 30, 2009

Darcy Willson  
200 Buckingham Close  
Winnipeg, Manitoba R3C 0Y8

Dear Ms. Willson:

I am looking for investors for my new company. Louis Danforth of Great Tackle! gave me your name. He said that you may want to take advantage of this great business opportunity.

I am enclosing a copy of my business plan and promotional materials in a separate document. You will see that I have years of experience in the fishing industry, and that I have put careful thought into developing my own business.

After you have had a chance to read the materials, I want to set up a meeting with you to update you on my progress and to answer any questions you may have. I will follow up this letter with a phone call in a few weeks unless I hear from you before then.

I am grateful for your time and consideration.

Sincerely,

Doug Smithers  
Owner, Just Fish

Enclosure