

Letter and E-Mail Writing

6 C's

All letters should follow the six C's

1. *Clear*
Is the meaning exactly what you intended?
2. *Correct*
Is everything said true?
3. *Complete*
Does it answer all the questions? Does it contain enough information?
4. *Concise*
Does it contain any unnecessary words or phrases, wordy expressions?
5. *Courteous*
Is it the kind of letter that you would like to receive?
6. *Considerate*
Have the needs of the person reading it been considered?

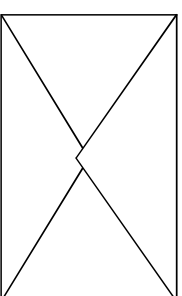
In addition to these basics, there are vital aspects and important points to writing letters that will get results.

Vital Aspects

- *Keep it Simple* and to the topic.
- Make the topic clear, even make the topic a heading eg. Your Offer
- Make the action that you want the reader to take, clear and easy to understand.

Important Points

- Check your spelling, particularly the name of the person and/ or company.
- Use bullet points so that the information stands out.



- Avoid *me, I, we, us* in the beginning of the letter.
- Ask *Does it grab the reader's attention in 5 seconds?*

Sample Letters

The first letter on the next page is an example of a **poor** letter. It looks like a form letter. It insults the reader, is wordy and confuses the reader. It begins too many sentences with "I" and uses phrases such as "I am writing to tell you" and "When I rang you" which are irrelevant. There are 35 pages with this letter. It would have been better to have a summary rather than all 35 pages. Who is going to read all 35 pages?