

Chapter 19

In a Nutshell

Letters are presented in an agreed-upon set of ways. Study Figure 19.1 on page 499 to find out what these conventions are and how they fit on the page. That figure presents the parts in block format, which arranges all the items at the left margin. Using block format is an easy way to present yourself as a credible professional.

Letters represent you or your company in professional, often legal and emotional, situations. The

key to all types of letters is to treat the reader appropriately, using the “you” attitude and speaking to readers in clear, understandable, nonconfrontational words. Write several short paragraphs rather than fewer long ones. Treat readers as you would want yourself or people close to you treated.