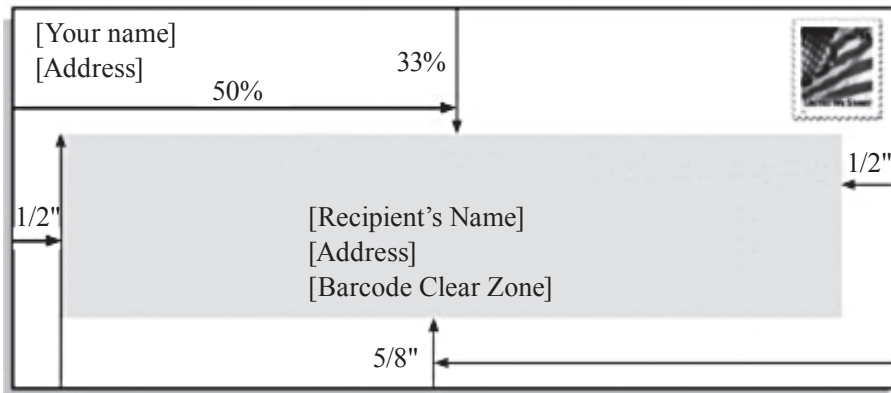


L

ayout of Envelopes

When you write an envelope, you should put your name and address at the upper left corner of the envelope and the recipient's name and address in the center of the envelope. The following is an example of a standard English envelope.



Generally, the information about the recipient is laid out in the following order:

- recipient's name (if known);
- company name;
- address or post office box;
- city, state, and postal code;
- country (if it is an international mail).

For example:



L

ayout of Letters

Generally, a foreign trade letter can be divided into three parts: the pre-message, the message, and the post-message. It can be further divided into 16 segments.

The structure of a letter is demonstrated in the tables below illustrating the position of each part in a letter. After that, all segments will be introduced one by one with more details and examples.

Pre-message

Modern Truck
234 First Street
Newtown, NY 20022

Tel: 01-2-555-1212 Fax: 01-2-555-4545

Letterhead (信头)

September 11, 2006

Date (日期)

Joe Martin
First Trucking
5656 North Willow Road
Middleton, NY 20088

Inside Address (信内地址)

Att: General Manager

Attention Line (指明收信人)

Ref: 12-5-56A

Reference Number (编号)

Sub: Replacement parts

Subject Line (事由 / 主题行)

Dear Mr. Martin,

Salutation (尊称)

Message (Body)

Valley Truck Supply is now in a position to reduce the cost of your truck spare parts. This is due to our growing number of satisfied customers over the past few years.

Opening Sentences (开头语)

Volume discounts are available to customers buying as few as six of an item with, however, a dollar minimum per order.

Main Body (主旨段落)

...

Please refer to the enclosed sheet for a list of widely purchased parts and the discount rates.

We hope this program will help you provide faster service to your customers. We look forward to continuing to serve you in the future.

Closing Sentences (结尾语)

Post-message

Sincerely,

John Smith

John Smith

Manager

Sales Department

Complimentary Close (结尾敬词)

Signature (签名)

JS/aw

Identification Initials (作者姓名缩写 / 打字员姓名缩写)

Encl.: List of Available Parts

Enclosure (附件)

CC: Bob Wood

Copy Notation (抄送)

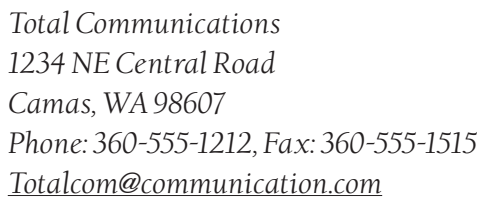
P.S.

Postscript (附笔)

■ Layout of the pre-message

1) Letterhead


Companies normally have their own letterhead templates customized with the logo, company name and address. The address includes street, city, state or province, postal code, and country (if necessary). Many companies also add a phone number, fax number, e-mail address or website to the letterhead. The letterhead can be on the left side of the page, in the middle, on the right, and it can also be put in long lines, e.g.:



*Total Communications
1234 NE Central Road
Camas, WA 98607
Phone: 360-555-1212, Fax: 360-555-1515
Totalcom@communication.com*


2) Date

All foreign trade letters should be dated. The date includes the day, month and year. There are two basic forms of dates. The American form is as follows:



September 2, 2006

The British form is different:



2 September 2006

3) Inside address

The order of the inside address includes the recipient's name, title, the company, then the street, city, state or province, postal code, and country (if necessary), e.g.:

*Charles Staples
General Manager
7 Studios
11943 Montana Avenue
Los Angeles, CA 90049
USA*

4) Attention line

The attention line is optional. It is used when the inside address includes only a company name. Its function is to tell to whom the letter should go. We can use such abbreviations as “Att” or “ATT” to indicate the attention line, e.g.:

*Att: Charles Staples, Game Designer
ATT: Mr. George Williams
Att: Sales Manager
ATT: President*

5) Reference number

A reference number may be an order number, invoice number, part number or date. “Re” and “Ref” are the most common abbreviations, e.g.:

*Re: Order No. 789
Ref: PO No. 345
Re: Invoice No. 456*

Sometimes, we use “Your ref” to indicate to which letter we reply; “Our ref” is used as the reply letter’s reference number, e.g.:

*Your ref: CNN/255
Our ref: 1234/BD*

6) Subject line

The subject line shows the general idea or the purpose of the letter. It features a word or two, or a short phrase. The subject lines appear as follows:

Sub: Thursday's meeting
Sub: Sales conference
Sub: DELAY OF DELIVERY
Sub: Request for price lists

Usually, reference numbers and subject information are combined together to facilitate understanding, e.g.:

Re: Account No. FG 1234
Billing Dated 10-4-04
Error in Billing
Sub: Order No. 1234
Price Reduction

7) Salutation

A salutation is a way of greeting the reader or addressee. The name is usually combined with “Mr.”, “Mrs.”, “Miss”, “Ms.”, or an official title like “President” or “Doctor”, etc. In American style, a salutation ends with a comma, e.g.:

Dear Mr. Smith,
Dear Mrs. Jones,
Dear Peter,
Dear President Jones,
Dear Professor Qin,

If the addressee's name is not known, you may use his title, or address the letter to his department, e.g.:

*Dear Sales Manager,
Accounting Department,*

If the letter is addressed to a company or organization, you may say:

Dear Sirs,

Sometimes letters are addressed in a more general way:

*Gentlemen,
Ladies and Gentlemen,*

■ Layout of the message

The main part of the letter is divided into three sections: opening sentences, body, closing sentences.

1) Opening sentences

The opening sentences give the reader a general idea about what your letter is going to say, e.g.:

*In response to your letter of May 15...
Your letter has been received and we are pleased to say that...
After reading your advertisement...
Our Sales Manager, John Jones, suggested that I contact you regarding...*

2) Body

The body gives more details, asks questions, presents points of view, etc. Usually, a good foreign trade letter is not very long. Extra information other than the subject the letter deals with is kept out.

3) Closing sentences

The closing sentences of a letter can be an expression of gratitude, a suggestion or a request, e.g.:

Thank you for your attention.
Your assistance in this matter is appreciated.
I would appreciate your mailing this information today.
Please call me.
Our supply is limited. Act now!

■ Layout of the post-message

There are six parts in the post-message.

1) Complimentary close

The complimentary close is always followed by a comma and only the first letter is capitalized. The close can be formal or informal, depending on whether you are familiar with the addressee. Formal complimentary closes are like:

Very truly yours,
Yours cordially,
Respectfully yours,

Less formal ones are as follows:

Best regards,
Cordially,
Yours truly,

Examples for informal close include:

Best wishes,
Warmest regards,
See you in the near future,

2) Signature

The signature is put at the left margin, leaving three lines' space for the handwritten signature before the typed name, title and/or department. It usually looks like this:

Sincerely,

John Smith
John Smith
Sales Department

Some companies also include the name of the company as part of the signature, e.g.:

Sincerely,

Jean Goecks
Jean Goecks
President
NORTHWEST COMMUNICATION

3) Identification initials

Identification initials are the initials of the person who dictates the letter in uppercase characters (大写字母) and then the initials of the person who types the letter in lowercase characters (小写字母).

If the letter is dictated by David Green and typed by Beth Mark, it would be:

DG/bm

Examples in different styles are as follows:

HM:lz
Hmorgan/lz

4) Enclosure

Enclosures are optional—it is used when you put something into the envelope together with the letter. We often use the abbreviation “Encl.” or “Enc.”; “Attachments” is also acceptable. It is usually signified below the identification initials, on the left margin, e.g.:

Enc.

Encl. 2
1 Encl. Check
2 Encl. Order

Attachments

5) Copies

This part is often initialed as “CC”. It stands for “Carbon Copies”, which means to send a copy of your letter to someone other than the recipient, e.g.:

CC: Jean Goecks
CC: Sales Manager

6) Postscript

The postscript is used to add further information to the letter. It is always abbreviated as “PS”, “P.S.”, or “PSS”.

P.S. Hope to see you at the trade fair on August 10.
PSS Be sure to place your order soon!

Formats of Letters

There are three types of widely used formats of a business letter: semi-block, modified block and block format.

1 Semi-block format

The date, complimentary close and signature are lined up in the center of the page. Each paragraph is indented three to five spaces. There may or may not be a double space between paragraphs. The following is an example:

Letterhead

Date

Inside Address

Reference Line

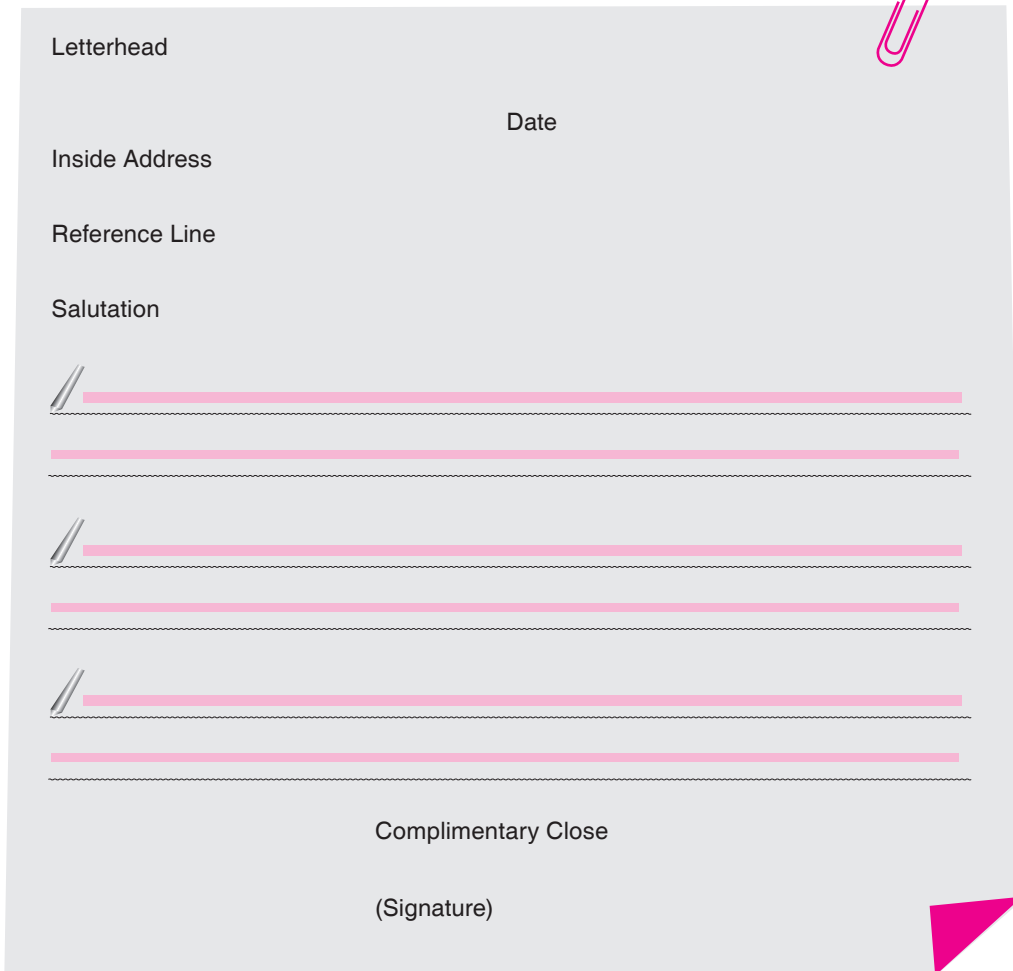
Salutation

Complimentary Close

(Signature)

2 Modified block format

The date, complimentary close and signature are again lined up in the center of the page, but the paragraphs are not indented and there is a double space between paragraphs. The following is an example:



The diagram illustrates the Modified Block Format for a letter. It features a light gray rectangular background. In the top right corner, there is a pink paperclip icon. In the bottom right corner, there is a pink triangular corner tab icon. The text elements are as follows:

- Letterhead**: Located at the top left.
- Date**: Located in the upper right area, centered horizontally relative to the rest of the letter's content.
- Inside Address**: Located below the letterhead.
- Reference Line**: Located below the inside address.
- Salutation**: Located below the reference line.
- Body Paragraphs**: There are three paragraphs of text, each represented by a pink horizontal bar. Each bar is preceded by a double slash (//) and is followed by a dashed line. There is a double space between each paragraph.
- Complimentary Close**: Located at the bottom center, below the body paragraphs.
- (Signature)**: Located at the bottom center, below the complimentary close.

3 Block format

This format is most widely utilized in business communications in the US. Everything starts from the left edge of the page. The entire letter is single spaced except for a double space between paragraphs.



Letterhead

Date

Inside Address

Reference Line

Salutation

Complimentary Close

(Signature)

S ample Letters

1

STAPLES INCORPORATED
P.O. Box 1357
Atlantic Beach, NC 28512
252-555-3454
staples@clis.com

January 21, 2006

Brown's Furniture Store
1212 Main Street
Camas, WA 98607

Re: Catalog request

Dear Mr. Brown,

We have seen your advertisement online and we are interested in your products.

Please send us a catalog of your office furniture and supplies. We are planning to purchase new furniture and file cabinets. Please include your terms of payment and let me know how soon you will be able to ship after you receive an order.

Thank you for your assistance.

Sincerely,

Andrew Staples
Andrew Staples
Purchasing Manager

Labels Pty. Ltd.
Canterbury 8633, New Zealand
Tel: 04-4721388
E-mail: labels@govert.com.nz

November 10, 2006

ABC Bottles Pty. Ltd.
Kirra Road
Ashtown 1128

Re: Late deliveries of stocks

Dear Mr. Turner,

Thank you for your letter of October 31 about late deliveries of our labels.

We have had a series of industrial disputes at our Canterbury factory which have greatly delayed the production of our labels. There have also been transport problems which have not been overcome.

I sent a letter of explanation to your store manager, Mr. Tomkin, but he has apparently not passed it on.

We apologize for having disrupted your normal production and would be grateful for a chance to make whatever remedies we can to reduce the delays.

Yours faithfully,

R.G. Cole
R. G. Cole
Manager

CC: Mr. Tomkin

STAPLES INCORPORATED
P.O. Box 1357
Atlantic Beach, NC 28512
252-555-3454
staples@clis.com

May 14, 2006

Northwest Communications
4516 NW 18th Avenue
Camas, WA 98607

Re: Mailing list

Dear Mrs. Goecks,

Please have my name and address deleted from all mailing lists. I do not wish to receive unsolicited mails.

Thank you for your attention.

Sincerely,

Andrew Staples
Andrew Staples
Purchasing Manager