



YOUR EVERYDAY BUSINESS LETTER

(A Guide for Writing Business Letter)

Pratika Ayuningtyas, M.Pd.

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Penulis:

Pratika Ayuningtyas

ISBN :**Penyunting:**

Agus Fitri Yanto

Desain Sampul:

Galih Pena Creative

Layouter:

Galih Pena Creative

Penerbit:

Galih Pena Publisher

Redaksi:

Politeknik Sawunggalih Aji

Jl. Wisomoaji 08 Kutoarjo, Kab. Purworejo, Jawa Tengah.

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Cetakan Pertama, September 2024

ix + 160 halaman; 14.8 x 21 cm

Hak cipta dilindungi undang-undang Dilarang memperbanyak maupun mengedarkan buku dalam bentuk dan dengan cara apapun tanpa izin tertulis dari penerbit maupun penulis.

The world knows you exist for what you write

Pratika Ayuningtyas

Preface

It was almost eight years ago that I was first known ESP. I was at that time a truly junior in high education. Although I had master degree on English Education, I wasn't prepared for being an ESP lecturer. I was struggling to study the material myself.

Then I found out the difference of ESP to EFL. The most representable difference is that ESP language is created to support the learners to master the linguistic pattern in a specific environment, whether it is English for Business, English for Computers, English for Accounting, etc(Ayuningtyas, 2020; Mauludin, 2021) .

At that time, it was hard to find references for teaching my students. It was hard to find examples of business letter with easy diction, easy concept and applicable. My friend from a remarkable university then gave me a copy of an e-book entitled The AMA Handbook of Business Letter by Seglin and Coleman(Seglin& Coleman, 2012). That book was the real inspiration for me writing this imperfect simple version of that book.

Beside that flawless yet knowledgeable book, as a lecturer I am required to do the research. Writing book is considered part of research. This is the next reason of creating such a handy book for students, professionals, teachers of ESP or even anyone who need to make business letter, as their references.

I am very much grateful that my students could pass the level I made for them. The letters I put on this book were their creations with my edit. Credit to all my Business Correspondence students who were really nice and patient with the homework, self-study, classroom, online class and never-ending tasks from me.

I dedicated this book to my fellow colleagues who always give the best they can for the students and for themselves. I hope all ESP lecturers had unlimited ideas and passion to boost education in Indonesia through their teaching, research and community services. I wish this book could be spread widely and was made the most of by people.

Purworejo, September 2024

Pratika
Ayuningtyas

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Unit 1

Introduction to English Correspondence

The starting point to the introduction is to plan your letter. To get an effective yet communicative letter, a good plan is needed. You need to detail every single fact for your letter to be successful. Building an outline is essential in writing a business letter. Here's a list to make it happens:

A. Check the facts out

To write a letter, first thing to do is to check the fact about the receiver of the letter. Whether it is company or person. You need to find out the fact about them. The fact you need including how long you have known each other (this will help defining the tone of the letter), where you knew each other – business or personal (this will help you choosing the right phrases), and what business they are focusing at (this helps when you need to boost the introduction)

B. Jot down your ideas

After you do the research to whom you are writing, it is now time to put on some ideas about the topic of your letter. For instance, when you should send a sales letter to a person or customer you will need an outline to realize your ideas. You can start with:

- questions or facts about the product you'd like to sell
- feature of the product
- the benefits of the product
- how to get the product
- the discount or price reduction for the product

C. Set your goal

Defining those ideas above using the appropriate phrases and diction will help achieving the goal of the letter. You can start using phrases or more ideas to define one topic. Here's the example:

Questions or facts about the product: Organic Vegetables

- Plus of the product
- Fact
- Healthy lifestyle

Feature

- How you plant the veggies
- How you sell the veggies (kilos, ons, gram, or bunch)

Benefits

- Fact
- Comparison to non-organic veggies

A careful planning creates a good communication therefore, following the steps above will help you get positive respond from the reader.

Next step is **writing an effective letter**. As you can follow some checklist below.

Step 1: Be correct

- ☐ Set your initial goal – your personal and your company's
- ☐ Meet the needs of your customer or reader
- ☐ Double check your letter (mistyped, bad alignment, font, size, etc)
- ☐ Ensure your basic is appropriate

Step 2: Be clear

- ☐ Use simple language that people easily understood
- ☐ Set your main points.
- ☐ Drop the unnecessary information.

Step 3: Make the right impact

- ☐ Choose diction, phrases and words wisely.
- ☐ Choose the style which can represent you and your company
- ☐ Make your important detail well written
- ☐ A good reply reflects a good letter

Step 4: Focus on your customers:

- ☐ Choose the appropriate words for the customers or readers
- ☐ Wherever possible, use supportive sentences
- ☐ Do not use bias words
- ☐ Thank the customer is a must

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Biography



More than three decades ago, in the year of dragon, Pratika Ayuningtyas was born in Wonosobo. Since middle school, she has been passionate about English. Since then, she has pursued her goal of learning English. She attended Semarang State University in 2010 and continued her study in Surakarta State University make her earned a Master of Education in 2013.

She is a dedicated lecturer with a passion for sports, make up and KDramas. With ten years of experience in teaching ESP, she has published more than 20 articles under her name. Teaching at a private vocational higher education institution in Central Java makes her write 2 books and a book chapter followed by multiple modules.

She enjoys sharing her knowledge through writing and social media. Follow her on Instagram @pratikaayuningtyas to explore more of her thoughts.

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Effective writing is essential in business. Writing a business letter is one of the key factors. This book is design for students or general public who want to learn how to write business letter appropriately.

This book offers more than fifty letter samples with commonly used phrases for business setting. The materials are also adaptable for several setting, such as small business and larger.

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