

Business Letters

LAB

- 1) Exemplar A + B - Read.
- 2) Identify the superior business letter. Defend your selection discussing effective business letter organization.
 - Indicate five things one of the letters could improve upon
- 3) Create a BPDOG form for the superior letter.
- 4) Revise your current business letter using the self-assessment "business letter rubric"

EXEMPLAR A

11615 – 11A Avenue
Edmonton, Alberta T2B 1K4
June 1, 2007

Mr. Jones
6700 Meadowlark Rd. NW
Edmonton, Alberta T5R 1W3

Mr. Jones:

My name is Jerry Michaels. I'm on the student council for Grant MacEwan Junior High. We are providing an assembly and lunch for the volunteers. I would really appreciate for you to come and get recognized for volunteering.

The assembly, followed by lunch, will be held on June 22, 2007. The assembly will start at 11:00 a.m. and will last about 2 hours. We would appreciate that you be at our school around 10:45 a.m. The assembly is in the gym, and the lunch is in the staff room. On the menu is turkey and fixings and for dessert strawberry shortcake. We ask that you would please reply to our main office by June 14, 2007.

I hope you will come to be recognized for volunteering for our school.

Yours truly,

Jerry Michaels

EXEMPLAR B

Grant MacEwan Junior High School
11615 – 11A Avenue
Edmonton, AB
T2B 1K4
January 10, 2007

Ms. L. Mulley
System Analyst
Wesjave Engineering Ltd.
#510 – 752 8 Street North
Spruce Grove, AB
T3C OR5

Dear Ms. Mulley:

It is my distinguished honour to invite you to be an honorary judge at our Science Fair. The Science Fair is being held by the student council at Grant MacEwan Junior High, and is on March 30, 2007, at 7:00 p.m.

Upon your arrival, we ask you to make your way to a gymnasium. We would greatly appreciate it if you would be at the school around 6:45 p.m.

You will be judging the top 2 projects from each homeroom for grades 7, 8, and 9. For your greatly appreciated volunteering, we will be serving refreshments after the judging is completed. We ask that you please respond to the office by March 8, 2007.

We would be greatly honoured if you will be able to judge our Science Fair.

Respectfully yours,

Jerry Michaels

Assessment of Business Letters

Use the following rubric to set personal goals to improve your business letter writing. Remember that you may also apply the criteria listed in the generic rubric in Chapter 1.

Business Letter Rubric

	I'm not there yet —	I'm getting there =	I'm there now +
Content	<ul style="list-style-type: none"> • The reader is not sure about my purpose. • My letter lacks details or includes irrelevant details. 	<ul style="list-style-type: none"> • I express my purpose but could be clearer. • I present accurate details but could add at least one critical detail. 	<ul style="list-style-type: none"> • I clearly express my purpose. • I present adequate and accurate details related to my purpose.
Organization	<ul style="list-style-type: none"> • My business letter does not follow standard business letter format. • My letter lacks clearly organized paragraphs and transitions. • My letter lacks a goodwill closing. 	<ul style="list-style-type: none"> • My business letter mostly follows standard business letter format. • My letter is organized but I could improve use of transitions. • My goodwill closing could be more clearly related to my purpose. 	<ul style="list-style-type: none"> • My business letter is correct in all matters of standard format. • My letter is clearly organized in paragraphs with clear transitions. • My letter concludes with an effective goodwill closing.
Vocabulary	<ul style="list-style-type: none"> • I am imprecise in some of my word choices. My word choice is sometimes too informal for my audience. 	<ul style="list-style-type: none"> • Most of my word choices are precise and clear. Most of my word choices are appropriate for my audience. 	<ul style="list-style-type: none"> • All of my word choices are precise and clear. All of my word choices are appropriate for my audience.