

Writing the Body of a Business Letter

Definition:

- ❖ The body of a business letter is the most critical part, where the main message is conveyed.
- ❖ It needs to be clear, concise, and well-structured to ensure the reader understands the purpose of the letter and the actions required.

A. Purpose of the Body

1. Convey Information:

The body communicates the main message, whether it's a request, information, clarification, complaint, or any other business matter.

2. Persuade:

In some letters, such as sales letters or proposals, the body aims to persuade the reader to take a specific action.

3. Document:

It serves as a formal record of communication, which can be referred to later.

B. Structure of the Body

The body of a business letter is typically divided into three main parts: the introduction, the main content, and the conclusion.

1. Introduction

❖ **Purpose:**

Introduce the reason for writing the letter.

❖ **Length:**

Generally one or two sentences.

❖ **Content:**

State the purpose clearly and succinctly.

❖ **Example:**

"I am writing to inquire about the availability of your latest product, the XYZ Model 123".

2. Main Content

❖ **Purpose:**

Provide detailed information, explanations, or requests.

❖ **Length:**

One or more paragraphs, depending on the complexity of the topic.

❖ **Content:**

Organize information logically, ensuring clarity and coherence.

Use bullet points or numbered lists if necessary for better readability.

❖ **Example:**

"Our Company is interested in purchasing a large quantity for our upcoming project.

Could you please provide us with detailed information about the product specifications, pricing, and availability? Additionally, we would appreciate any bulk purchase discounts you may offer".

3. Conclusion

❖ **Purpose:**

Summarize the main points, state the expected outcome, or provide a call to action.

❖ **Length:**

One or two sentences.

❖ **Content:**

Reiterate the purpose and specify any actions the recipient should take.

Express appreciation or anticipation of a response.

❖ **Example:**

"Thank you for your prompt attention to this matter. We look forward to your response".

C. Tips for Writing the Body

1. Be Clear and Concise

Avoid unnecessary details. Stick to the main points to keep the letter focused.

Use short, simple sentences and straightforward language to enhance clarity.

2. Use a Formal Tone

Maintain professionalism throughout the letter. Avoid slang and overly casual language.

3. Organize Information Logically

Use paragraphs to separate different ideas or sections of information.

Ensure a smooth flow of ideas, making it easy for the reader to follow.

4. Highlight Key Points

Use bullet points or numbered lists to highlight important information or steps.

Bold or underline key terms or phrases to draw attention to them.

5. Proofread

Check for grammatical errors, spelling mistakes, and typos.

Ensure that the information is accurate and complete.

Example of Writing the Body

Here's a complete example illustrating the body of a business letter:

273 Club Street
City, State, ZIP Code

July 2, 2024

Mr. Sameer Sharma
XYZ Corporation
456 Company Ave.
City, State, ZIP Code

Dear Mr. Sharma,

Subject: Inquiry About Product Availability

I am writing to inquire about the availability of your latest product, the XYZ Model 123. Our company is interested in purchasing a large quantity for our upcoming project.

Could you please provide us with detailed information about the product specifications, pricing, and availability? Additionally, we would appreciate any bulk purchase discounts you may offer.

Thank you for your prompt attention to this matter. We look forward to your response.

Sincerely,

[Handwritten Signature]

Jaisi Mehta

Procurement Manager

Breakdown of the Example

❖ Introduction

"I am writing to inquire about the availability of your latest product, the XYZ Model 123".

❖ Main Content

"Our company is interested in purchasing a large quantity for our upcoming project.

Could you please provide us with detailed information about the product specifications, pricing, and availability? Additionally, we would appreciate any bulk purchase discounts you may offer".

❖ Conclusion

"Thank you for your prompt attention to this matter.

We look forward to your response".