Letters

Salutation

When you know the name of the recipient:

Dear Mr/Mrs/Ms/Miss von Trotta

Note: In AmE, *Mr.*, *Mrs.* and *Ms.* include a full stop/period, e.g. *Mr. von Trotta.*

When you don't know the name of the recipient:
Dear Sir or Madam (BrE)
Dear Sir or Madam: (AmE)

Main point

It is a good idea to put the main point at the beginning of the letter. People read the first paragraph carefully, but not always everything else.

Use the pronoun *we* when writing for your company. This is more formal than *I*.

Endings (BrE)

When you know the name of the recipient:
Yours sincerely

When you don't know the name of the recipient:
Yours faithfully

Endings (AmE)

Yours truly,
Sincerely,

Sign the letter with both your first and second names. Then print your name and position under the signature.

Mr Heinrich von Trotta
Schneemans AG
Hapsburger Platz 1
80333 Munich

European ***Business*** Associates
26 Rue de Glion
1820 Montreux
Vaud Canton
3 May 201–

Dear Mr von Trotta

Re: Invitation to speak at next conference

On behalf of European Business Associates, we would like to invite you to be a keynote speaker at our 'Responsible Technologies for the Global Economy' conference planned for 19–21 October next year.

European Business Associates is Europe's leading business-oriented media production company. We broadcast business programmes for television and radio throughout the European Union, including *Business Tod@y* every morning from 07.00 on CNM.

We would be very pleased if you would present for us at the conference. As Europe's leading manufacturer of environmentally friendly high-tech equipment, we believe you could help many other companies move in the same direction.

We hope this invitation is of interest and look forward to hearing from you.

Yours sincerely

Brigitte Sea

Ms Brigitte Sea
Events Manager

Encs. Conference brochures
cc: Jean Thornett-Smith
Senior Director

Common abbreviations

Re:	regarding
pp	(on behalf of) when you sign the letter for another person
Enc(s).	documents are enclosed with the letter
cc:	copies (The names of the people who receive a copy of the letter)

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