Business Letteer Writing Tip

비즈니스상 편지를 작성하는 경우가 많지만 영어로 작성하는 일이 쉽지만은 않습니다. 비즈니스 영어라고 해서 길고 어려운 단어들을 사용하는 것이 옳은 것은 아닙니다. 작성자의 의사를 얼마나 쉽고 효과적으로 나타내느냐가 중요합니다. 오늘은 편지 작성에 유용한 몇 가지 팁을 알려드리겠습니다.

Writing Tips

1. Choose clear and familiar words You'll stand tall in your reader's eyes if you replace long words with shorter ones. For example:

Long word	Shorter word	Long word	Shorter word	Long word	Shorter word	Long word	Shorter word
articulate	explain	endeavor	try	culmination	end	facilitate	ease or help
Long phrase	Shorter word	Long phrase	Shorter word	Long phrase	Shorter word	Long phrase	Shorter word
at the present time	now	at your earliest convenience	soon	be in a position to	can	in accordance with	as
due to the fact that	because	in the amount of	for	under the circumstances	therefore	in the event that	if
in reference to	about	in view of the fact that	because	in order that	S0	under date of	on

2. Put more action into your sentences by using active voice rather than passive voice verbs.

Passive voice verbs are generally longer in length and don't get to the point as quickly. For example:

Active: A dozen people read the report.

Passive: The report was read by a dozen people.
Passive voice sentences include a form of the verb "to be": am, is, are, was, were, be, being, and been.

3. Know what you want and say it in the first paragraph.

"I want a refund within the next two weeks."

4. Call the reader by name Not "Dear Sir, Madam, or Ms." Use the person's name, such as "Dear Mr. Jackson," and be sure to spell it right.

5. Write the letter from the reader's point of view.

Be nice, be positive, be natural. Imagine the reader sitting in front of you. What would you say to him or her? And get rid of jargon.

6. Be specific.

You could tell the reader that a new revision was made. But if you tell the reader, "The new revision of HRFM-006 has been completed," now you have something concrete.

7. Keep your letters short. 75~100 words in length (or one page).

Sample letter-1

Dear Mr Flintstone

With reference toour telephone conversation today, I am writing to confirm your order for: 120 x Cheddar Deluxe Ref. No. 856.

The order will be shipped within three days via UPS and should arrive at your store in about 10 days.
Please contact us again if we can help in any way.

Yours sincerely, (Signature) Kenneth Beare Director of Ken's Cheese House

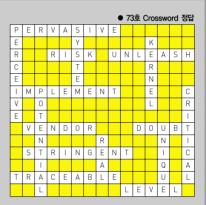
Sample letter-2

Dear Mr Beare,

Thank you for your enquiry of 12 September asking for the latest edition of our catalogue.

We are pleased to enclose our latest brochure. We would also like to inform you that it is possible to make purchases online at http://jacksonbros.com.
We look forward to welcoming you as our customer.

Yours sincerely (Signature) Dennis Jackson Marketing Director Jackson Brothers





T. +82-2-561-0376, www.welsson.com

| 새 | 책 | 안 | 내



보통 사람들의 특별한 도전 《미래를 사라 - IT 부자들의 14가지 성공전략》

이 책은 성공을 모색하는 이들이 한번은 읽어야 할 충실한 가이드북이자, 앞장서서 길을 걸어간 사람들의 고뇌 와 경험을 공유할 수 있는 감동적 휴먼 드라마다. (따뜻한손 펴냄)