# Sheryl Lindsell-Roberts

# Strategic Business Letters and E-mail

# **HUNDREDS OF MODEL LETTERS**

# Improve your business communication and advance your career with

- The ABCs of letters, e-mail, and e-marketing
- The Six Step Process for creating results-oriented messages
- Advice on how to jump-start the writing process
- Tips on writing clearly, concisely, and persuasively

## Contents

### Introduction ix

PART ONE	Making Your Mark in the Business World 1
1	Catapulting Your Career 2
2	The A, B, Cs of Letters 8
PART TWO	Crafting Your Own Letters 21
3	Jump Start Your Writing Process 22
4	Fine-Tuning Your Message 38
PART THREE	Writing Results-Oriented Letters 65
5	Sales and Marketing with Pizzazz 66
6	Successful Job Search and Employment Issues 101
7	Customer Relations 137
8	Credit and Collections 160
9	You Are Cordially Invited 183
10	Placing and Acknowledging Orders 196
11	Personal Business Notes 204
12	Media Relations 218
13	Professional Potpourri 238
PART FOUR	Applying E-mail and E-marketing Know-how 273
14	E-mail Messages That Shout Read Me! 274
15	E-mail Etiquette 285
16	E-marketing for Results 293
	Appendixes 319
Α	Punctuation Made Easy 320
В	Grammar's Not Grueling 333
C	Commonly Confused Words 343
D	Abridged Abbreviations 350
E	Proper Forms of Address 357