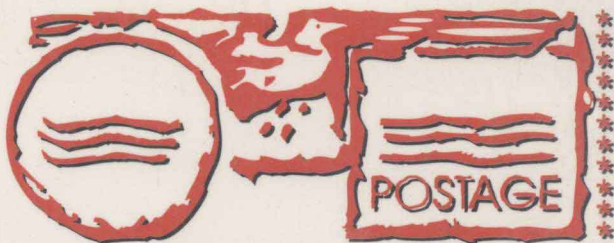


*Casey Fitts Hawley*

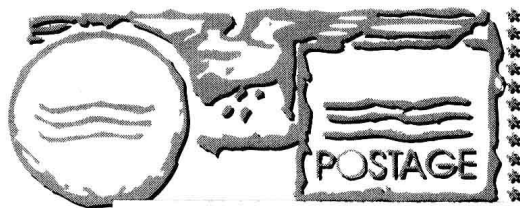


# Effective Letters for Every Occasion

- The Personalized Thank-You Note
- The Cheerful Get-Well Message
- The Heartfelt Letter of Condolence
- Invitations for All Occasions
- The Result-Producing Letter of Complaint
- The Personal Apology
- The Business Apology
- Many more

- More than 100 sample letters you can adapt and personalize
- Tips that will make your letters a pleasure to read
- Letter formatting rules

**BARRON'S**



# Effective Letters for Every Occasion

江苏工业学院图书馆  
藏书章

*Casey Fitts Hawley*



# DEDICATION

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*To my son, Houston Hawley. Your goodness is an inspiration to me.  
Thank you for coming into the world as such a wonderful person.  
You make life fun, rich, and full of opportunities to write notes!*

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.....

*From each of you, I have learned so much. By showing me how you  
communicate, you have taught me what excellent communication is.*

*You speak and write with grace and style and great kindness. You  
always know the most appropriate things to say and choose the most  
perfect words to express your thoughts. I have learned that you put  
much thought into some letters that require tact or compassion or  
sensitivity. You never fail to find just the right approach to any letter  
or note. This book was easy for me because I had you, my dear  
friends, for such wonderful models.*

*Thank you, Casey*

# CONTENTS

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<b>CHAPTER ONE</b>	
How to Write Today's Letters .....	1
<b>CHAPTER TWO</b>	
How to Use This Book .....	9
<b>CHAPTER THREE</b>	
Friendship .....	19
<b>CHAPTER FOUR</b>	
Touchy Situations .....	41
<b>CHAPTER FIVE</b>	
Congratulations .....	57
<b>CHAPTER SIX</b>	
Social Occasions .....	65
<b>CHAPTER SEVEN</b>	
Life Changes .....	83
<b>CHAPTER EIGHT</b>	
Complaints and Compliments .....	93
<b>CHAPTER NINE</b>	
Corresponding with Professional People .....	111
<b>CHAPTER TEN</b>	
Everyday Correspondence .....	141
<b>CHAPTER ELEVEN</b>	
On Behalf of Children .....	153
<b>CHAPTER TWELVE</b>	
Clubs and Other Organizations .....	167
<b>CHAPTER THIRTEEN</b>	
Formatting Personal Letters .....	187



# *HOW TO WRITE TODAY'S LETTERS*

Introduction

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Letter Writing: A New Frontier

•

Top Ten Reasons to Write Personal Letters

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# INTRODUCTION

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**Y**ou are about to discover a way of writing letters that will make your letters highly effective, truly memorable, and distinctively personal. When your friends or associates receive a letter from you, adapted from the samples in this book, you can expect to receive the responses you want.

- Are you writing to complain about poor service in a restaurant? Your letter (as adapted from this book) will get the manager's attention and respect. Expect an offer of a free dinner along with an apology.
- Is your letter a tender one, expressing your affection for an old friend? Expect to touch that person's heart as you never have before. These letters show you an easy way to put into words, in a highly personal way, the feelings and ideas you may have struggled to express.
- Is your letter a simple dinner invitation to a colleague? This book will show you how to do it right, with no mix-ups or embarrassing mistakes.

Almost any situation you can think of can be written about using one of the templates (form letters) in this book. Why is this book so effective? Easy, fill-in-the-blank letters are given to you. You simply add the details that relate to your reader and your life. These letters practically write themselves. Just choose the names and items that apply to your letter, fill in the blanks, sign it, and mail it! Or you may write your own highly original letter using the template as a basis.

# Language

The simple, direct language used by real people when they personally write letters is used in this book. The TIPS and how-tos are written in a real-world, conversational style, and so are the letters. The person-to-person style makes learning to write personal letters easy and accessible—even for those who think they are poor writers.

The letters are written in authentic, conversational style because confident people write their personal letters in this simple direct language. *These letters do not sound as if they were copied from a book!*

## Freedom of Choice

You make the choices that make these letters sound like you. You choose certain words to fill in the blanks. Those words reflect your personality and sentiments. The letters reflect who you are and how you feel about the subject of your letter.

## Tips & How-Tos

Every chapter begins with the best available inside information about how to write a particular type of letter: an apology, a thank-you note, a letter of complaint, or whatever you need. These TIPS help you write a letter that achieves your goal.

- Do you want someone to know how genuinely you appreciated a unique and thoughtful gift? Chapter Three, “Friendship,” will tell you the techniques that will set your thank-you note apart from all the rest. When your reader receives her note, she will know how authentic your appreciation is.
- Do you want to say something special to a bereaved friend? The TIPS will give you just the right wording to express your condolences in a unique and caring way.



- Do you want to express your support or admiration for your minister or state representative? In Chapter Nine, “Corresponding with Professional People,” you will find just the right words to praise a job well done, request services, or voice a complaint. At the same time, you will be enhancing your personal credibility by writing such an excellent letter. The how-tos and samples assure that your letter is among the best these professionals will ever receive.

You are encouraged to experiment with the samples and the word lists. As you borrow from these excellent prewritten letters, your confidence will grow. The lists of words given to you will stimulate your imagination. You will soon be adding great lines of your own. Be assured, however, that these letters are winning and effective even if you simply fill in the blanks and mail them out.

## *People Love Letters*

People love to receive letters. Take the very same conversation that you would have had in a phone call, package the conversation as a letter, and presto! You have given someone the gift of a letter.

Do you remember a time that it warmed your heart, excited you, or made you feel less empty because you found a letter in your mailbox? It's so easy to give someone that warm feeling by simply putting your thoughts on paper and mailing them.

## *Easy Letters Take Little Time*

People appreciate almost any letter, long or short. You'd be surprised how much they value your efforts. The purpose of this book is to give you some tools so you can write great letters in minutes. The templates and examples will give you the means to write meaningful, polished, personal letters with almost no effort.

# *LETTER WRITING: A NEW FRONTIER*

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People are returning to writing letters. Why? Many reasons are pushing us to write letters to friends, acquaintances, and relatives.

The main reason letter writing is returning is that we are busy. A working mom returns home at 5:30 P.M. and puts her children to bed at 8:30 P.M. after preparing their dinner. She does not want to give up one of these precious hours to the telephone. When this woman has a quiet moment, it's likely to be very late at night or very early in the morning. Both times are wrong for a phone call but just right for writing a quick note to a friend.

A busy executive may find he has neglected to call an elderly relative. The rush and pressure of a typical day does not allow time for tasks that are not urgent or compelling. On a plane ride home from a meeting, the executive writes a brief newsy letter that his relative cherishes and rereads for weeks afterwards. A need is met. A letter, as usual, is deeply appreciated.

## *TOP TEN REASONS TO WRITE PERSONAL LETTERS*

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1. A personal letter says to the recipient, "You are special, and I took my time to acknowledge how special you are." A phone call just doesn't make a person feel singled out and pampered the way a personal letter does.

2. Letters document the important and special moments in our lives: weddings, births, graduations, new careers, losses, special week-ends, dinner with friends, and much, much more. In our busy lives, letters are a wonderful way to chronicle our lives and our personal histories as we go along. Create and cherish memories in a permanent way: Write a letter.
3. Writing letters is an efficient use of our time. Does that surprise you? I often hear people say, "I don't have time to write." These same people waste hours on the telephone in conversations they wish they could cut short. Letters put you in charge of the time you are willing to invest. Once you learn the system to kick out a great letter in minutes (as taught in this book), you can communicate with lots of friends or relatives and invest a fraction of the time.
4. Letters give you the time, peace, and quiet to formulate what you want to say, choosing exactly the right words. Sometimes, live conversations don't always allow us this luxury; they move too quickly. Who hasn't said something spontaneously in conversation that we wished we could erase or rephrase? That's not possible with conversation, but it is in a letter. You can strike through and start again if you mistakenly choose an offensive or emotionally charged word. Conversation isn't that forgiving.
5. Letters give information faster, clearer, and better. Fewer misunderstandings occur when you put invitations and plans in writing. Do you want Suzy to show up at 7:00 P.M., Saturday, April 16 for a dinner? Better put it in a letter. Otherwise, Suzy may be your surprise dinner guest on April 9!
6. A letter fills up loneliness or emptiness much longer than a conversation does. A letter or invitation can be pulled out, reread, savored, and enjoyed over and over again. It's not unusual to see a special letter saved in a person's desk drawer or on a table or cabinet. Just the sight of it can create a warm spot in a heart that is feeling empty.
7. As you write, you problem solve. Putting your thoughts down on paper helps you clarify and organize. Writing helps focus you, so

you can make a better decision. Forcing yourself to write out your feelings and thoughts helps you to articulate—even to yourself—exactly what you feel and what you don't. Many people write "therapeutic" letters that they have no intention of sending. Why? The very process of writing a letter to a friend or relative is cathartic and liberating. These letters may never be mailed, but they help the writer acknowledge emotions and organize thoughts.

8. An even more serious reason to write letters is that some people view your not writing as an intentional insult. Some segments of society can become extremely hurt or mortally offended if you do not write the expected conventional letters. These traditionalists may not only view you as uncouth; they may honestly believe that you have intentionally slighted them by failing to write letters about changes in your life. For example, many people expect a letter informing them of deaths, births, weddings, and other major life changes. If you don't meet these "responsibilities," some may feel hurt and offended.

There is a segment of our population that still believes social correspondence is not optional—it's an obligation. Cultural norms for some parts of our society dictate that you are required to write thank-you notes and to extend invitations in writing. If you do not fulfill these expectations, you are viewed as ignorant, rude, uncouth, and crass.

9. Letters are great documentation. We often think that we will remember events, places, and people forever. As life goes on, however, we are amazed to find that we have forgotten the name of the son of our old next-door neighbor in a neighborhood we lived in years ago. If you choose to save letters you will be surprised at how many memories they will bring back, memories you can review before visits, reunions, and vacations.
10. A letter is a bond between two people. We telephone lots of people. To how many people do we write? When a new friend receives a letter, it raises that friendship to a whole new level. It's the beginning of a bonding process, and it's a nice way to start.





# *HOW TO USE THIS BOOK*

How This Book Works

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Writing in Today's Style

•

Why are Today's Letters Shorter?

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# HOW THIS BOOK WORKS

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**Y**ou will be amazed at the highly personalized and warm letters you can create in minutes from the sample letters in this book.

When you see the samples, you might think that they look a bit unusual. These examples are templates. A template is a basic form that you can change and adapt to create many different letters. By making a few changes to the basic template letter, you can create a letter tailored to your reader, event, and circumstances.

## *Results*

By using the templates, you'll have dynamic, personal-sounding letters. You can send out your letter, confident that it is well thought out and appropriate.

## *Easy*

The basic letter is completely written, formatted, and polished for you. All you need to do is insert the names of your recipients or the description of your gift, or event, or other details. In many cases, you have lists of words to choose from to help you fill in the blanks. How easy can letter writing get?

# *Fast*

You no longer have to labor over what to say. Just fill in the blanks. You will finish most letters in five minutes or less. If you want to add your own sentences and creative touches, you will make the letter even better!

## *How Do The Templates Work?*

Every letter is prewritten for you. There are blanks for you to fill in that describe your particular situation, person, or event.

For example, suppose you are writing a thank-you letter for a gift. The letter has already been written for you. You insert the name of your gift: a vase, a new putter, a box of chocolates. You also insert a word describing that gift. The descriptive word can easily be chosen from the list on page 22. Examples of describing words include exotic, delicate, updated, state-of-the-art, richly detailed, technically perfect, gracious, fine, and gourmet.

By simply filling in the blanks, you will have a letter that gratifies your reader. Your reader sees a letter with all of the following qualities and more:

- Highly personalized
- Well written
- Unique
- Pleasant and warm

After you begin using these letters with people you know, expect to hear comments like these from your friends and acquaintances:

- “What a great letter!”
- “That was an especially nice letter, not just routine.”
- “Thank you. Your letter really made me feel special.”



Many letters in the book are also useful for your personal business. These letters will get the job done effectively—whatever it is.

## *Formatting Letters Correctly*

You may wish to use the book's word lists in order to create your own highly original letter. If so, check out Chapter Thirteen, "Formatting Personal Letters." There you will find TIPS and examples that will help you produce a polished letter that meets today's standards.



*NOTE: You do not need to type your letters on a computer. Remember, people love hand-written notes.*

## *WRITING IN TODAY'S STYLE*

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Personal letters look different today and the writing style has definitely changed. In the last ten years we have seen a dramatic change in the sentence structure, format, and tone of personal letters.

Today's style is brief and to the point. Both writers and readers are busy people—pushed for time. If you are writing a letter to a friend who has limited time, your friend's delight is not diminished because your letter is brief. It's truly the thought that counts.

This book employs the higher energy and somewhat briefer style of the new millennium. Although this style is not very formal, people respond to it positively. Your letters will have the ring of a warm and sincere conversation.