

# Business Letter

A **business letter** is written to an organization or a company. The writer might be buying or selling something, asking for information, or looking for a job. A business letter should be informative, precise, and clear.

## A Very Sticky Business

Dear Sir or Madam:

Opening sentence makes the purpose of the letter clear.

I am writing about a new product that I believe could change the world. King's Glue is simple and safe to use, yet strong enough for any job. It can fix anything in an instant, and it costs just pennies to make.

Details elaborate on the opening sentence.

I am producing large quantities of King's Glue in the Royal Kitchens. Several vats of it are ready for use. All I need is a partner to help sell it. Will you be that partner?

Request is clearly made.

Ending sums up proposal and gives contact information.

With my glue and your sales force, we could alter forever the way people stick things together. Please contact me at the Palace if you are interested in this project.

Yours truly,  
The King