

Principles of Business Letter Writing

While writing any business letter, we have to keep some matters in our mind because it's totally technical and practical based. There are mainly three principles in the business letter. They are:

1. **Courtesy and Consideration:** Courtesy is like the oil which removes friction; it makes life smooth and helps to win friends. Courtesy creates goodwill and produces a favorable response. Generally, goodwill is a great asset for an organization, and courtesy in correspondence is one of the most natural and economical means of building it.

For example; in a business letter, we can use the following expressions to show courtesy – Many thanks for your letter of 12 March 2021

Thank you very much for your letter of 12 March 2021

We are sorry that you did not receive the book in time.

2. **Directness and Conciseness:** We should write the direct information and it should be concise. If any information in the letter is too long or unclear, the receiver may lose interest to read the letter.

For example;

Verbose	Direct and Concise
At all times	always
At the time of writing	at present or now
Beg to acknowledge	acknowledge
In the case of	if
For the month of July	for July

3. Clarity and Precisions: A simple expressions and clear thinking are the two most important virtues of effective writing. The reader should have no difficulty in understanding what the writer means.