

## Block Style

Everything starts at the left margin.

# Mary Ellen Peterson

123 Happy Trails  
Barrington Hills, IL 60010  
847-555-1212

### All Letters:

- Line Spacing: Single, before/after paragraphs: 0
- Center Vertically:
  - Method 1:
    - Place Letterhead at the top margin.
    - Press ENTER key to move date down until letter appears vertically centered.
  - Method 2:
    - Place the letterhead in the header
    - Center vertically
    - File→Page Setup
    - Layout
    - Vertical Alignment—Center

### Date

April 20, 2010¶

↓ 4 times after date

### Inside Address

Mrs. Joan L. Locke¶  
2356 North Central Avenue¶  
Phoenix, AZ 85004¶

### Salutation

Dear Mrs. Locke: ¶

### Body

Thank you for helping our sponsor by assisting on our trip to Flagstaff last week. It was a pleasure to meet you and hear about the various trips you have made in southwestern United States. As you know, we just moved to Arizona. It's my intention to learn about and see more of my new state. ¶

I was particularly interested in Flagstaff and its importance as a vacation area. The presentation by the Chamber of Commerce was very worthwhile. It surprised me to learn that skiing is one of Flagstaff's top winter tourist attractions. No one would think that skiers would come from such states as California, New Mexico, or Texas to ski in Arizona. I would have thought it was too warm in Arizona for such a winter sport. ¶

My parents and I plan to go to the Grand Canyon this coming summer; I told them that Flagstaff was the gateway to the Canyon. They indicated to me that my grandparents had taken a train to Flagstaff and then, taken a bus to the Canyon. I hope I can do something similar. ¶

Thanks again for helping us on our trip. ¶

### Complimentary Close

Sincerely yours,¶

↓ 4 times after complimentary close

Signature Area

### Sender's Name

Mrs. Mary Ellen Peterson

**Modified Block Style  
(shown here)**

- The date, complimentary close, and signature lines **start** at the center. (set tab at center of ruler)
- Paragraphs may be indented one-half inch.

# Peterson, Inc.

616 Main Street  
Barrington, IL 60010  
847-555-1212

**Block Style  
(shown above)**

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- Paragraphs are not indented.

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→ April 20, 20

¶  
¶  
¶  
Mr. John Nagata  
Takata Motor Company  
5800 Alder Drive S.  
Tempe, AZ 85283

¶  
Dear Mr. Nagata:

¶  
Surprisingly, many of us do not want to say no—to customers, salespeople, or employees—especially if they smother us with kindness and cheer. As we deal with these types of people more often, we begin to think of them as family. And, we all know how difficult it is to say no to family members.

¶  
That is the ploy of many salespeople worldwide in America, we know the push of the salesperson who takes us to lunch, finds us tickets to the ball game, finds us tickets to the theater, or tells us how much he or she thinks of our spouse or children. This is all done with the purpose of making us feel guilty when we are ready to negotiate on price or terms.

¶  
Do not be afraid to set limits. The more precise your limits, the greater respect you will receive. Most of us want to be liked, but we should not let human feelings get in the way of business judgment. Saying no and saying it firmly will make you feel better—and will help your organization.

¶  
I hope this “hint” about our culture will help you when you visit other companies in the United States next month, Mr. Nagata. Refer to the enclosed booklet for additional negotiating tips.

Typist's initials

→ Sincerely yours, ¶

¶  
¶  
¶  
Something besides the letter is in the envelope.

→ Nick DeVichico¶  
Consultant¶

Copy notation—Christine is getting a copy of this letter.

SS  
or  
DS

¶  
mep  
Enclosure  
cc: Christine Chung  
bc: Carole Schmidt

Blind Copy notation—Carole's getting a copy, but neither Christine nor John knows. This notation will not appear on their copies. Notice that the names line up at a tab.

By Next Day Express

Mailing notation

¶  
PS: Our representative, Christine Chung, will meet you on the 20<sup>th</sup> and accompany you on your visits.

Post Script—extra little message. Indent should match the paragraphs in the body. If they're indented, this PS should be indented also.

These extra letter parts are only included if necessary.