

Business Letterhead 1

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New Skills

1. Re-create a business letterhead.

Activity Overview

Letterhead is a sheet of stationery preprinted to include the name, address, logo, and other information of an organization. Businesses use letterhead stationery to send letters and other forms of correspondence. Regardless of the type of business, letterhead should always be professional and project an appropriate image of the company.

The information contained within the letterhead should not interfere with the body of a document, so the content is usually placed inside of a header, a footer, or a combination of both.

In this activity, you will re-create a letterhead for a seafood business.

Instructions

1. Open a NEW document in Word.
2. Set the page margins as follows: Top to 2.5", Left, Right, and Bottom to 1".
3. Save the document as LETHEAD1.
4. Open a header to begin re-creating the letterhead shown in **Figure 21-1**. Note that the top margin is set at 2.5" to allow enough space to create your letterhead.
5. As shown in **Figure 21-1**, type "Cole's Seafood Market" in one text box. Format this text box using 24 point Verdana, bold, then place it in the top-center of the header. In another text box, type "The Freshest Catch in Town." Format this text using 14 point Verdana, bold, then place it below the previous text box, as shown in **Figure 21-1**.
6. Insert a clipart image, similar to the one shown in **Figure 21-1**. Place the image to the left of the "Cole's Seafood Market" text box, as shown in **Figure 21-1**. This image represents the company logo.
7. In a separate text box, type the address, city, state, and zip code exactly as shown in **Figure 21-1**. Format this text box using 12 point Verdana, left aligned, then place it in the bottom left-hand corner of the header as shown.
8. In a separate text box, type the phone and fax numbers exactly as shown in **Figure 21-1**. Format this text box using 12 point Verdana, right aligned, then place it in the bottom right-hand corner of the header as shown.
9. Switch from the header to the footer and type the business e-mail and Web site addresses exactly as shown in **Figure 21-2**. Format this text using 12 point Verdana, center aligned.
10. Since you have created your letterhead in the header, type the activity number and title on the first line in the document and your name on line two. Format this text using 12 point Times New Roman, all caps.

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Business Letterhead 1

11. Carefully proofread the document for spelling, grammar, and accuracy.
12. Resave the document.
13. Print the document if required by your instructor.

FIGURE 21-1

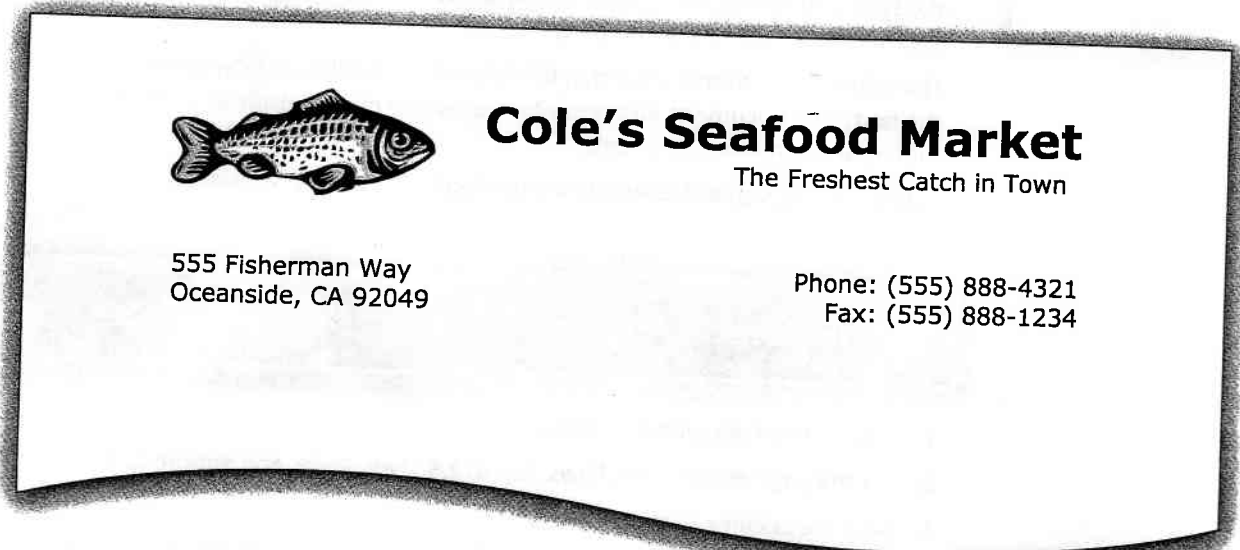
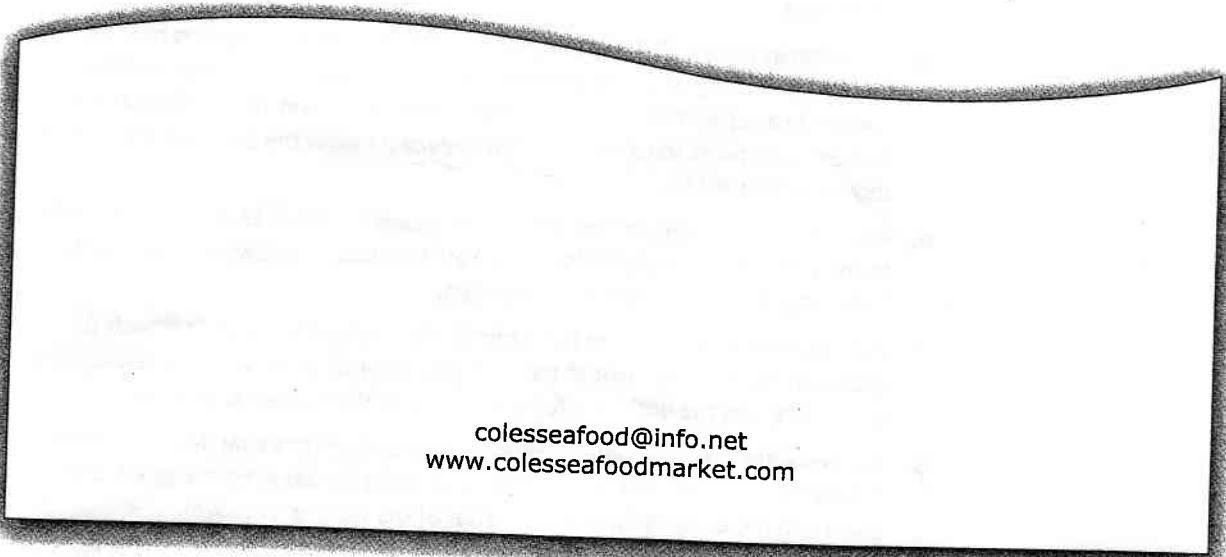


FIGURE 21-2



Business Letterhead 2

New Skills

1. Create an original business letterhead.

Activity Overview

In the previous activity, you created letterhead based on an existing business. In this activity, you will create letterhead for a business that you would like to own in the future.

Instructions

1. Before beginning any work on the computer, think of a business you would like to own in the future. Write down the following information about the business:
 - *Business name*
 - *Address, city, state, and zip code*
 - *Phone and fax numbers*
 - *E-mail and Web site addresses*
 - *Possible images to use as the business logo*
2. Open the file LETHEAD1 created in Activity 21. Save the file as LETHEAD2.
3. Delete the existing text boxes in the header and the text in the footer.
4. Create a letterhead for the business you selected in Step 1 by following the guidelines below:
 - a. In the header of the document, create a text box and type the business name. The placement, font, size, and style of the text are up to you. However, keep in mind that the design of the letterhead should be professional.
 - b. Using either the draw tools or clipart, create a logo for your business. Insert the logo near the company name.
 - c. In the header, create two separate text boxes. One text box should contain your business address, city, state, and zip code. The second should contain your business phone and fax numbers. The placement, font, size, and style of the text are up to you.
 - d. In the footer, include your business e-mail and Web site addresses.
5. Update the text containing the activity number and title appropriately.
6. Carefully proofread the document for spelling, grammar, and accuracy.
7. Resave the document.
8. Print the document if required by your instructor.

NEW SKILL ►



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Thank You Letter

New Skills

1. Format a modified block style letter.

Activity Overview

When writing a thank you letter, there are a few simple rules to follow. The objective is to keep the style casual yet sincere. Try to let your personality show through in your writing and choose words that demonstrate confidence and sincerity. In this activity, you will compose a thank you letter addressed to Double-Decker Café & Pastry Parlor and format it into a modified block style letter.

Instructions

1. Open a NEW document in Word.
- ★ *Unless otherwise stated, the font should be 12 point Times New Roman.*
2. Set the page margins as follows: Top to 2", Left, Right, and Bottom to 1".
3. Insert a header that includes the activity number and title left aligned, and your name right aligned. Type the header in all caps.
4. Set the left aligned tab at 3.25".
5. Review **Figure 23-1** to reference the proper format and parts of a modified block style letter.
- NEW SKILL** ► 6. Type the handwritten thank you letter provided in **Figure 23-2** and format it in a modified block style letter format. Type your home address as the return address, the current date for the date, and your full name as the sender's name.
7. Carefully proofread the document for spelling, grammar, and accuracy.
8. Save the document as THANKYOU.
9. Print the document if required by your instructor.
10. Using a blue or black pen, sign your name in the signature block of the letter.



Thank You Letter

FIGURE 23-1 Sample of a Properly Formatted Modified Block Style Letter

321 Sender Street
Sender City, SS 54321
Current Date¶

RETURN ADDRESS & DATE

¶
¶
¶
Recipient's Name
Recipient's Title
123 Recipient Street
Recipient City, RS 12345¶

INSIDE ADDRESS

¶
Dear Recipient:¶

SALUTATION

¶
Here is an example of a modified block style letter. Use a modified block style when you want to write a less formal letter. Start by setting a left tab at the center of your page at 3.25" so that you can easily position the return address and complimentary close. If you are not using a letterhead, be sure that your top margin is set to 2". All other margins should be set to 1".¶

¶
Just below the return address, type the current date, without abbreviations, and quadruple space to the inside address. Double space after the inside address and type the salutation. If you don't know the recipient's name, use "Ladies and Gentlemen" or "Good Morning" for the salutation. Next, double space to begin the body of the letter. The body of the letter is single spaced and has one blank line between paragraphs.¶

¶
Finally, after your last paragraph, double space to the complimentary close. Use an appropriate complimentary close such as "Thank you," "Sincerely," or "Very Truly Yours." Leave a quadruple space between the complimentary close and your typed name so that you may sign the letter with blue or black ink. Always be sure to proofread and spell check your letter before printing and mailing.¶

¶

COMPLIMENTARY CLOSE — TAB → Sincerely,¶

SIGNATURE BLOCK — ¶
¶

SENDER'S NAME/TITLE — Sender's Name¶
Sender's Title (if applicable)

BODY

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Thank You Letter

FIGURE 23-2

Double-Decker Café and Pastry Parlor
999 South Main Place
Country Hills, MD 63921

Dear Mrs. Winowski:

As President of the Senior Class at Country Hills High School, I would like to personally thank you for your generous donation of catering our after-prom "All-Nighter." The sandwiches and salads were so delicious, but the huge hit of the night was the life sized bulldog cake in honor of our school mascot. You truly outdid yourself on that one!

The Senior Class had worked on this project for six months leading up to the prom. We felt we needed to do everything possible to provide a safe and memorable after-prom social. And, it was great for our parents, too. They got to get a good night's sleep knowing we were all safe.

The "All-Nighter" was an alcohol- and drug-free event and provided a place to just hang out and talk about our high school years. In addition, we put together a senior class slide show that showcased many humorous and memorable events of things done throughout the school year. Best of all, we all made it home safely the next day.

Thank you once again for your generosity, from the bottom of our hearts (and stomachs), too.

Sincerely,

Your Name
Senior Class President

Cover Letter

New Skills

1. Format a block style letter.

Activity Overview

A resume is almost always accompanied by a one-page cover letter. Job applicants use cover letters to introduce themselves to the prospective employer, state what job position he or she is applying for, and briefly elaborate on their job experience. The objective of a cover letter and resume is to obtain a job interview.

In this activity, you will create a cover letter.

Instructions

1. Open a NEW document in Word.
- * *Unless otherwise stated, the font should be 12 point Times New Roman.*
2. Set the page margins as follows: Top to 2", Left, Right, and Bottom to 1".
3. Insert a header that includes the activity number and title left aligned, and your name right aligned. Type the header in all caps.
4. Review Figure 24-1 to reference the proper format and parts of a block style letter.
5. Type the handwritten cover letter provided in Figure 24-2 and format it in a block style letter format. Type your home address as the return address, the current date for the date, and your full name as the sender's name. Use your phone number and e-mail address where noted in the last paragraph.
6. Carefully proofread the document for spelling, grammar, and accuracy.
7. Save the document as COVLETTER.
8. Print the document if required by your instructor.
9. Using a blue or black pen, sign your name in the signature block of the letter.

NEW SKILL ▶



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Cover Letter

FIGURE 24-1 Sample of a Properly Formatted Block Style Letter

321 Sender Street
Sender City, SS 54321
Current Date¶

¶
¶
¶

Recipient's Name
Recipient's Title
123 Recipient Street
Recipient City, RS 12345¶

¶

Dear Recipient:¶

¶

Here is an example of a block style letter. Use a block style when you want to write a formal letter. The entire letter is aligned, without any indentations. If you are not using a letterhead, be sure that your top margin is set to 2". All other margins should be set to 1".¶

¶

Just below the return address, type the current date, without abbreviations, and quadruple space to the inside address. Double space after the inside address and type the salutation. If you don't know the recipient's name, use "Ladies and Gentlemen" or "Good Morning" for the salutation. Next, double space to the start of the body of the letter. Paragraphs are single spaced, never indented, and should have one blank line between them. ¶

¶

Finally, after your last paragraph, double space to the complimentary close. Use an appropriate complimentary close such as "Thank you," "Sincerely," or "Very Truly Yours." Leave a quadruple space between the complimentary close and your typed name so that you may sign the letter with blue or black ink. Always be sure to proofread and spell check your letter before printing and mailing.¶

¶

Sincerely,¶

¶

¶

Sender's Name
Sender's Title (if applicable)

RETURN ADDRESS & DATE

INSIDE ADDRESS

SALUTATION

BODY

COMPLIMENTARY CLOSE

SIGNATURE BLOCK

SENDER'S NAME/TITLE

Cover Letter

FIGURE 24-2

Current Date

Country Hills Zip Line Tours
999 South Main Place
Country Hills, MD 63921

Dear Mr. Winkowski:

Enclosed please find my resume in response to the ad for a zip-line instructor in *The Country Hills Spectator Times*. I have visited your establishment and your assistant was kind enough to show me around. I was absolutely amazed just touring your facility.

Although I'm only 18-years-old, I have had the opportunity to frequent many zip-line tours from here to Australia. I have been trained in basic first aid and CPR and have gone through the required 46-hour training course. I am upbeat, flexible, enjoy teaching, and have a good sense of humor.

I would enjoy the opportunity to stop by your facility and discuss my qualifications further at your convenience. I can be contacted by phone at [student's telephone number] or via email at [student's email address]. I look forward to speaking with you. I am sure I will be a valuable asset to the Country Hills Zip Line Tours team. I appreciate your consideration and look forward to meeting with you.

Sincerely,

Your Name

Complaint Letter

New Skills

1. Write an effective letter of complaint in a modified block style format.

Activity Overview

Unfortunately, we will all receive poor service or encounter a bad product in our lives. Most businesses and manufacturers want to know when you are unhappy, and a letter of complaint is a great way to communicate your dissatisfaction.

In this activity, you will write and format a complaint letter after reading a case scenario.

Instructions

1. Before beginning any work on the computer, read the case study “The Never-Ending Flight/Fight” provided in Figure 25-1.
2. Open a NEW document in Word.
★ *Unless otherwise stated, the font should be 12 point Times New Roman.*
3. Set the page margins as follows: Top to 2”, Left, Right, and Bottom to 1”.
4. Set a left aligned tab at 3.25”.
5. Insert a header that includes the activity number and title left aligned, and your name right aligned. Type the header in all caps.
6. Using a modified block style letter format, compose a complaint letter responding to the scenario presented in the case study in Figure 25-1. Follow the guidelines provided below when preparing the complaint letter.
 - a. Type your home address as the return address, the current date for the date, and your full name for the sender’s name.
 - b. Paragraph 1 should state when and where you received the poor service.
 - c. Paragraph 2 should include why you are not satisfied with the service. Include what your expectations were and give details as to why those were not met.
 - d. Paragraph 3 should explain how you would like the matter resolved. State your expectations of whether you would like a refund or a new service to fix the problem.
 - e. Paragraph 4 should conclude by stating how you may be contacted and a time frame as to when you expect a response.★ *Note: Refer to Activity 23 if you need assistance with how to format a modified block style letter.*
7. Carefully proofread the document for spelling, grammar, and accuracy.
8. Save the document as COMPLAINT.
9. Print the document if required by your instructor.
10. Using a blue or black pen, sign your name in the signature block of the letter.

NEW SKILL ►



Complaint Letter

FIGURE 25-1 Read the case study below assuming that you are one of the persons that went on the trip.

The Never-Ending Flight/Fight

You and a few friends had been planning and saving for a vacation for quite some time. You'd been talking about it since your junior year of high school. When you graduate, you planned to take a once-in-a-lifetime, week-long trip to Europe. That day finally arrived. You packed, gathered your passports and necessary paperwork, and headed to the airport. As the new rules state, you need to arrive at the airport a minimum of two hours before departure. You all arrived early, checked in your luggage, went through security, and sat at the gate waiting for your flight.

That's when it all began. You were due to depart at 6 a.m. The first announcement came over the loud speaker saying there would be a short delay. The plane coming in from another airport had mechanical problems and the departure would be about an hour late. Well, one hour passed and you were still not in the air. You and your friends heard another announcement stating that the flight would now be delayed another four hours due to scheduling conflicts. So once again you waited.

Finally, the plane arrived. You boarded and departed six hours past your originally scheduled time. The flight was flawless and you arrived at your destination. Unfortunately, when you went to retrieve your luggage, you found that it had not arrived. You went to customer service only to find out that your luggage had been sent to Switzerland. Of course, they apologized and told you it would be delivered to your hotel as soon as possible, but that didn't help the situation. All of your clothes, shoes, and personal items were packed in your luggage. You all decided to grab a taxi cab and at least get to the hotel to try to unwind and figure out a plan. You arrived at the hotel and found out that your room had been given to someone else because you were late and, with all the confusion, no one remembered to call and confirm. Now, you had to wait until another room was cleaned. You finally all got into your room and called the airline and found out that your luggage would not be delivered until the next day. You decided you had no choice but to go out and purchase clothes and personal items to get you through to the next day.

The following day, you received your luggage late in the afternoon and your once-in-a-lifetime vacation finally began. After losing a full day of sightseeing due to poor management on the part of the airline, you and your friends anxiously set about enjoying the rest of this once-in-a-lifetime trip.

Now that you've returned home, you decide to write the airline a complaint letter.

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Fan Letter

New Skills

1. Write an effective letter of request in a block style format.

Activity Overview

In this activity, you will gain more practice in writing a letter using a block style format. Your task is to write a letter to a celebrity you admire. Some possibilities may be writing to a famous musician, an actor or actress, a professional athlete or a famous author. The purpose of this letter is to get a response via email with an autographed photo attached.

Instructions

1. Using a Search Engine such as Google, Bing, or Yahoo, obtain the mailing address of a celebrity you admire.
2. Open a NEW document in Word.
★ *Unless otherwise stated, the font should be 12 point Times New Roman.*
3. Set the page margins as follows: Top to 2", Left, Right, and Bottom to 1".
4. Insert a header that includes the activity number and title left aligned, and your name right aligned. Type the header in all caps.
5. Using a block style letter format, compose a letter of request to a celebrity you admire. Follow the guidelines provided below when preparing the letter. Keep the tone of the letter polite and courteous.
 - a. Type your home address as the return address, the current date for the date, and your full name for the sender's name.
 - b. Paragraph 1 should state the purpose of the letter, which is to obtain an autographed photo of the celebrity via e-mail.
 - c. Paragraph 2 should describe why you admire this celebrity and why you are such a big fan of him/her.
 - d. Paragraph 3 should conclude by thanking the recipient and include your contact information.
- ★ *Note: Refer to Activity 24 if you need assistance on how to format a block style letter.*
6. Carefully proofread the document for spelling, grammar, and accuracy.
7. Save the document as FANLET.
8. Print the document if required by your instructor.
9. Using a blue or black pen, sign your name in the signature block of the letter.
★ *Note: In the next activity, you will be preparing an envelope addressed to your chosen celebrity.*

NEW SKILL ►



Fan Letter Envelope

New Skills

1. Create an envelope.

Activity Overview

One of Word's nifty features is its ability to easily create and print envelopes. In this activity, you will use the address information used to compose your fan letter in Activity 26 to print an envelope addressed to your chosen celebrity.

Instructions

NEW SKILL ►

1. Open a NEW document in Word.
 2. Use the envelope tool to create a #10 size envelope.
 3. In the delivery address box, type the recipient's address. Obtain the address from the fan letter you wrote in Activity 26.
 4. In the return address box, type your name and address.
 5. If your version of Word allows you to save envelopes, save the file as FANENVELOPE.
 6. Print the envelope if required by your instructor.
- ★ *Note: If printing on a real envelope, be sure to insert an envelope into your printer before sending the print job.*
7. If you are not mailing the envelope, write the activity number and title in the bottom left-hand corner of the envelope.
- ★ *Suggested: Mail the fan letter in the envelope to your chosen celebrity.*

