



Routine Letters and Goodwill Messages

Information and Action Requests

- Opening: Ask the most important questions first or state your request
- Body: Explain the request logically
- Closing: Request a specific action with a due date

Simple Claim Requests

- Opening: State a clear, direct action
- Body: Explain your request and give reasons and details
- Closing: End with a goodwill statement and a deadline if necessary

Information Response Letters

- Subject line: Identify previous correspondence
- Opening: Deliver the most important information first
- Body: Arrange information logically and provide explanations
- Closing: Thank the writer for their interest and offer further assistance

Customer Claim Responses

- Opening: State good news immediately (refund, discount, replacement, etc.)
- Body: Try to regain the customer's confidence
- Closing: End positively with the hope for continued business

Goodwill Messages

- Express thanks, recognition or sympathy
- Focus on the receiver
- Personalize the letter with specific and meaningful examples
- Be honest and concise