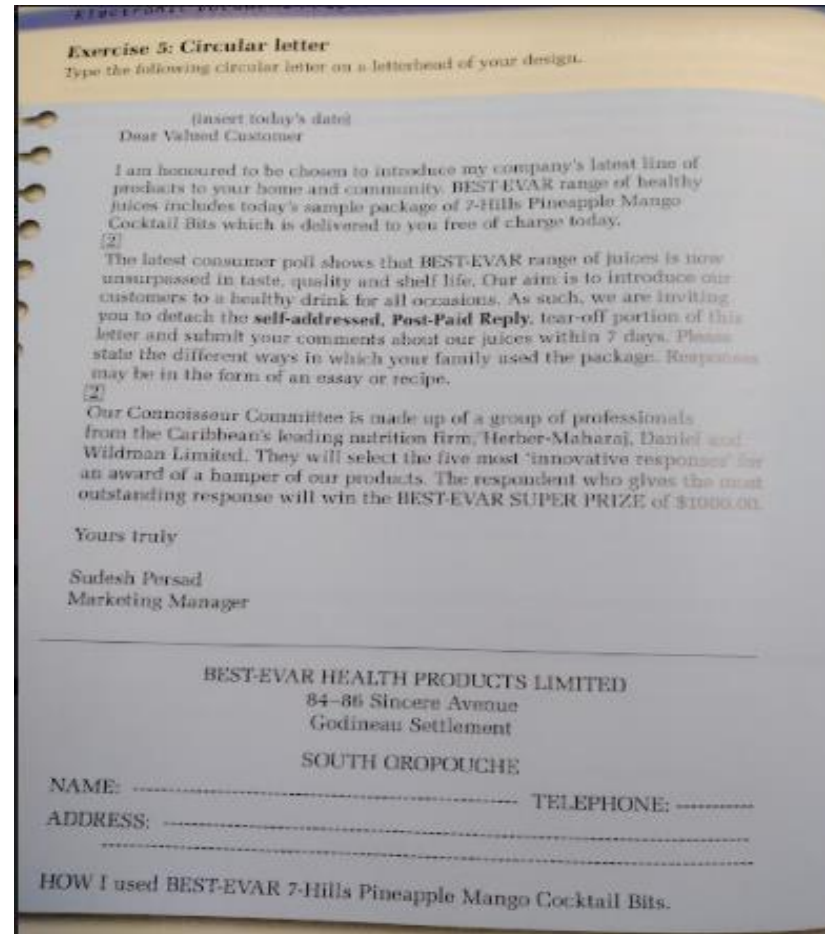


CIRCULAR LETTERS

EDPM

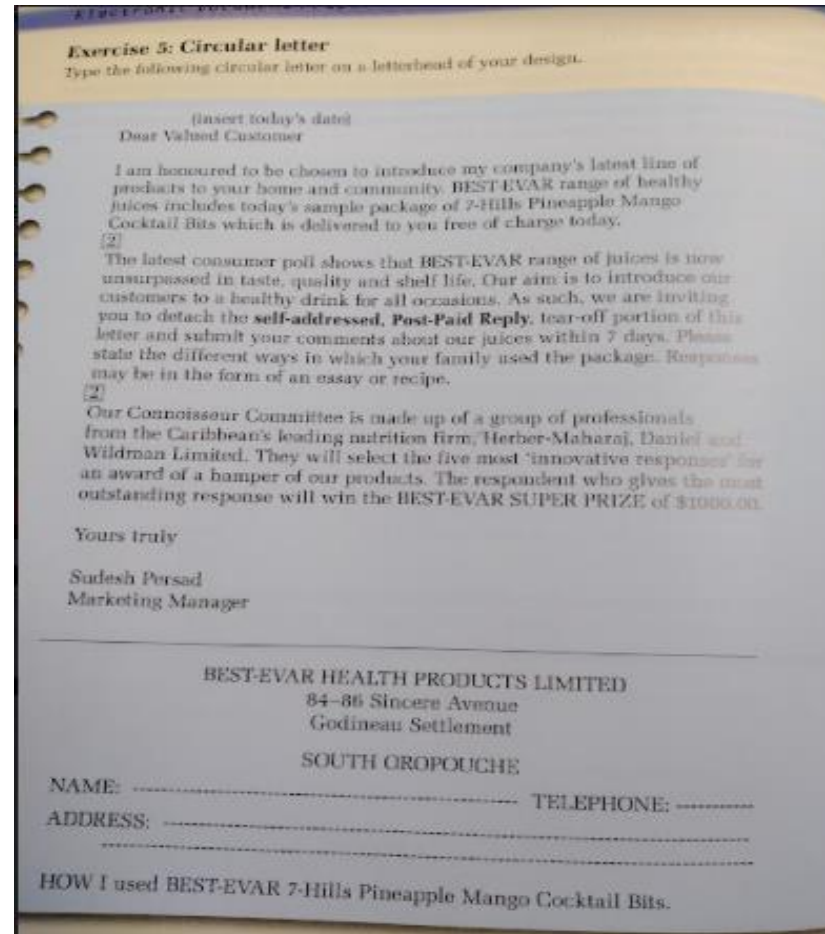
DEFINITION OF CIRCULAR LETTER

- ▶ Circular letters are **identical letters** that are sent out to a **large group** of recipients
- ▶ The recipients all have the same interest
- ▶ Letter is prepared once only and then duplicated
- ▶ Mail merge can be used to personalize letter (individual addresses)



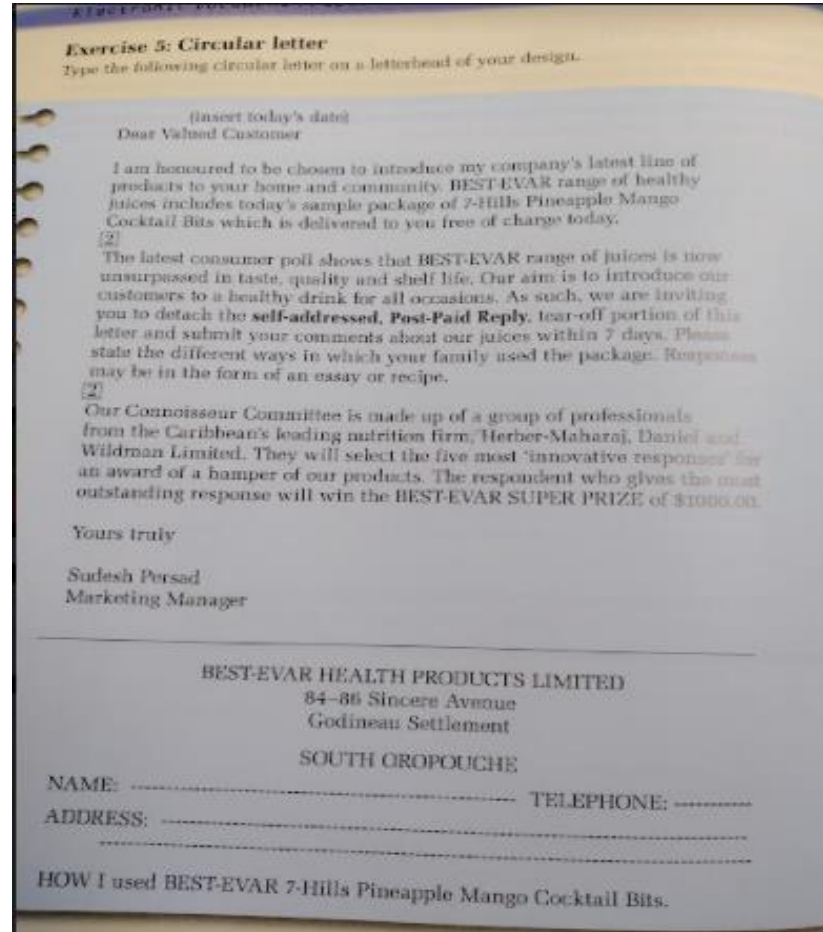
DEFINITION OF CIRCULAR LETTER

- ▶ Letter is usually brief
- ▶ No plural form should be used for salutation (e.g. Dear customers). One recipient will receive the letter



USAGE OF CIRCULAR LETTERS

- ▶ Internal circulars to staff members (e.g. formal administrative matters)
- ▶ School sending letter to parents
- ▶ Announcement of business developments (e.g. change of location)



GUIDELINES FOR PREPARING CIRCULAR LETTERS

- ▶ When typing the date you use the following:
 - ❑ Date as postmarked (date stamped on the letter)
 - ❑ The month and year only (**November, 2021**)
 - ❑ Full date (current date) - **November 03, 2021 (Indented)** or **03 November 2021 (blocked)**



GUIDELINES FOR PREPARING CIRCULAR LETTERS

- ▶ For the addressee information type the following:
 - ✓ A **general** name (e.g. All customers, Dear Sir/Madam, Dear Parents/Guardians)
 - ✓ Use mail merge to add names of recipients (Dear <name>)
 - ✓ Personalized recipient information (**Name and contact**) - leave ten single line spaces (for mail merge) - multiple letters

John's Collections
House no. 07, Road no. 14
North Washington C/A, New York-1000

Dear Customer, Date: December 19, 2013

Take our good wishes. We always try our best to reach our products to your destination. To materialize this objective, we have been opening new branches throughout the year. This time, we pleased to inform you that a new branch is to be open at 132, Washington Road, New York.

This new branch will offer some new and rare collections along with the products available to other branches. In our new branch, you will get one percent discount up to December 30, 2013.

The official opening of our new branch will take place on Sunday, October 10, 2006.

Hope you will provide us complete support to offer you more convenience.

Thanking you

Sincerely Yours,
(Mick Jackson)
Manager

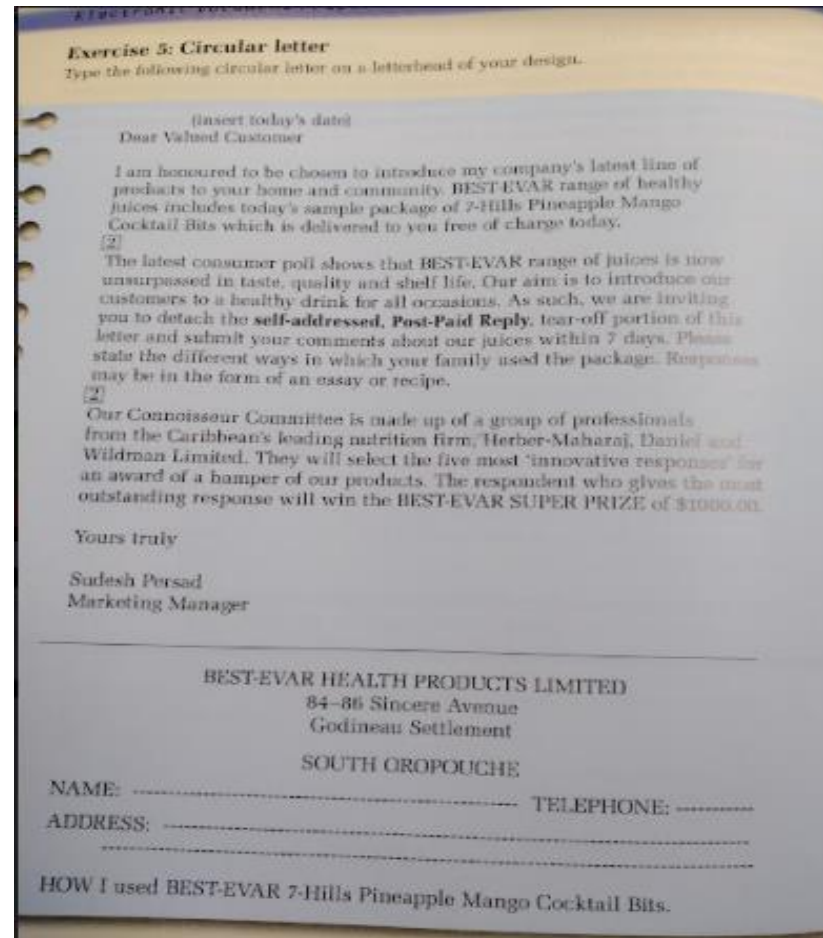
<http://thebusinesscommunication.com/>

GUIDELINES FOR PREPARING CIRCULAR LETTERS

A **tear-off or cut-off slip** is a section that is filled out for return to the sender of the letter.

For the cut-off clip type the following:

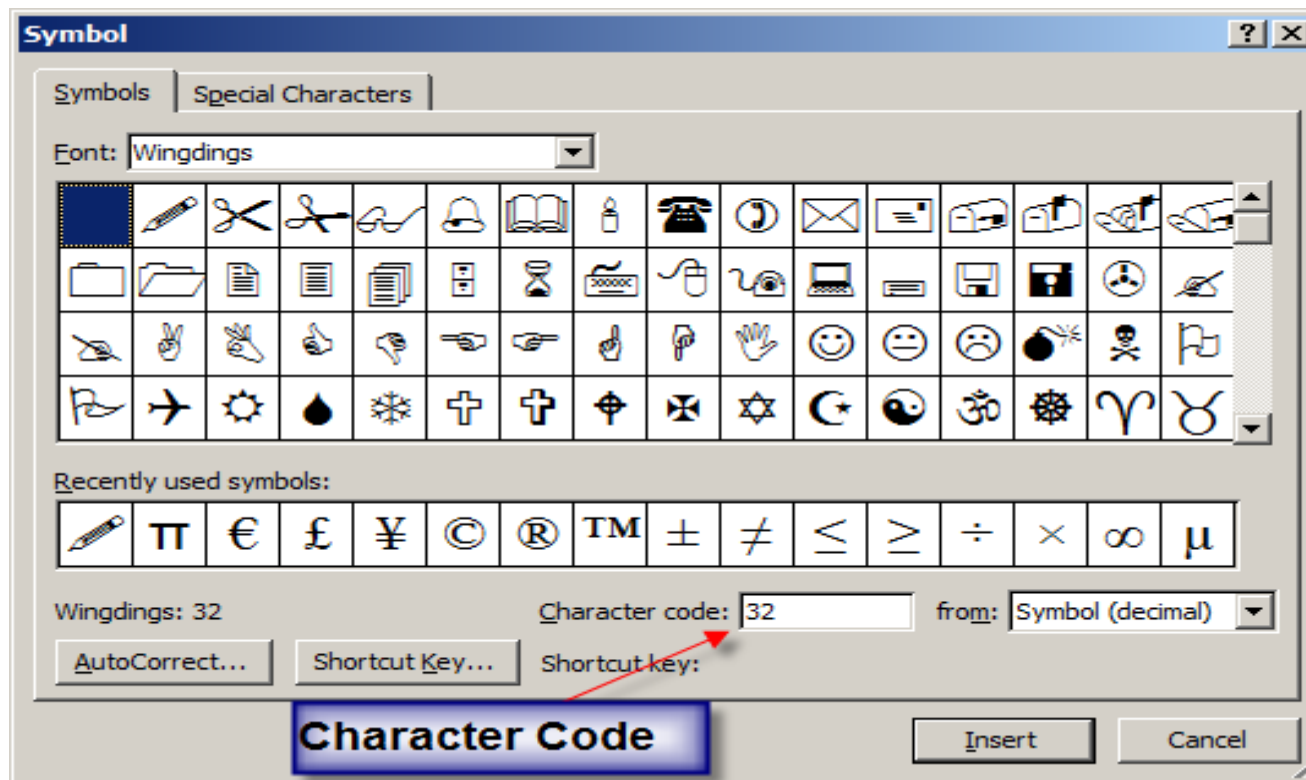
- Use a continuous line to separate the letter from the slip
 - Hyphen unspaced -----
 - Draw dotted line (insert menu - Shapes)
-
- ▶ The line separates letter



GUIDELINES FOR PREPARING CIRCULAR LETTERS

For the cut-off clip type the following:

- ▶ Change indentation - pull all over to left and right margin (for line)
- ▶ Insert scissors - symbol (wingdings)



GUIDELINES FOR PREPARING CIRCULAR LETTERS

- ▶ Two lines spaces after the separation line
- ▶ The blank spaces to be filled on the slip use continuous lines_____ or unspaced full stops (.....)
- ▶ Leave at least one space after a word before creating a writing line
- ▶ Leave double line spacing between writing lines
- ▶ Triple line spacing for signature

Sudesh Persad
Marketing Manager

BEST-EVAR HEALTH PRODUCTS LIMITED
84-86 Sincere Avenue
Godineau Settlement
SOUTH OROPOUCHE

NAME: TELEPHONE:

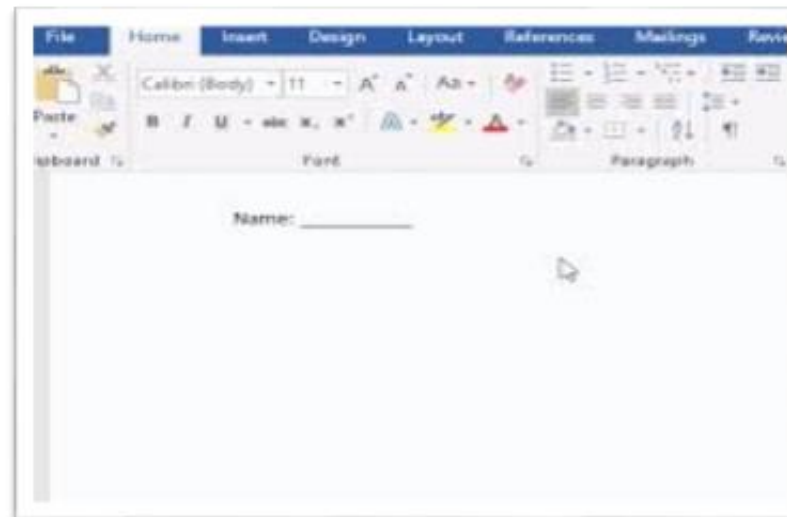
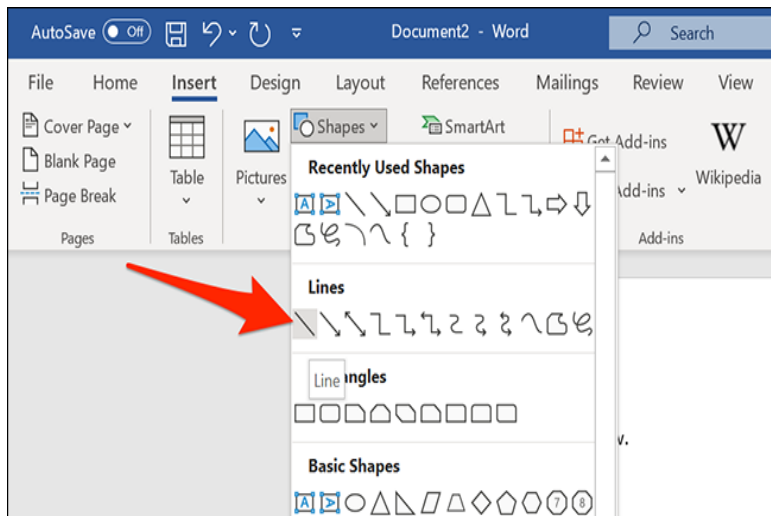
ADDRESS:

.....

HOW I used BEST-EVAR 7-Hills Pineapple Mango Cocktail Bits.

GUIDELINES FOR PREPARING CIRCULAR LETTERS

- ▶ The blank spaces to be filled on the slip can use:
 - ▶ continuous lines_____ or
 - ▶ unspaced full stops or continuous dots (.....)



OTHER GUIDELINES FOR PREPARING CIRCULAR LETTERS

- ▶ Include the reply date
- ▶ Give instructions on return of tear-off slip:
- ▶ Use same heading (exclude logo)
- ▶ Use double spacing
- ▶ Use options/boxes where appropriate