

Business Writing—Model Examples

Project #1: Job Interview Follow-up Email

New message _ ✖ ✕

To: Tanya Edison (tedison@restaurant.com)

From: Anna Smith (annasmith@zmail.com)

Date: June 15, 2020

Subject: Thank you

Dear Mrs. Edison,

Thank you so much for taking the time to speak with me about the position of head server with Sweet Valley Café this morning. It was a pleasure to learn more about your company's core values, structure, culture, and processes.

After learning more about this position, I believe I would truly enjoy working in this capacity for your café. The skills I have developed through my past experiences with customer service, my excellent attention to detail, and my reliability will add value to your company.

For your reference, I have attached more details regarding the job responsibilities I have overseen in the past. I am energized by the prospect of working for you and your company, and I appreciate your consideration for the position of head server. If you have any additional questions, please feel free to call or email me.

Thank you once again.

Sincerely,

Anna Smith
555-789-1234
annasmith@zmail.com

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New message
— ✕

To: Graphic Design Department Employees

From: William Jones (williamjones@artvision.com)

Date: February 29, 2020

Subject: Use of Social Media During Work Hours

To all graphic design employees,

Good morning to everyone. First, thank you for the work you accomplish each day. Artvision would not be as successful as it is today without you. You provide a positive work environment by practicing open communication, accepting critiques when needed, and being dependable. Plus, you craft wildly creative designs for our clients. Today I want to discuss a different kind of crafting—the crafting of social media posts while at the workplace. I understand the struggle it is to step away from social media, so I would like to remind you of our “Social Media in the Workplace Policy.” This is as follows:

1. **Restricted websites:** The following websites or applications should not be visited during workplace hours or installed on devices owned by Artvision (laptops, mobile devices, and tablets): Facebook, Instagram, Snapchat, TikTok, Twitter, Reddit, or any additional website or app that is commonly considered “social media.” During your breaks or lunchtime, you are welcome to visit these websites or apps on personal devices.
2. **Use of official Artvision accounts:** Only those with authorization may post on behalf of our company on any of the above-mentioned apps or websites. However, you are welcome to make comments under the official posts that align with our company’s values, shed a positive light on the company, or provide more information about your area of expertise without breaking your non-disclosure agreement.
3. **Monitoring:** Artvision reserves the right to block access to and monitor the use of the above websites or apps while at the workplace from company-owned devices as well as manage and filter the content written on our official social media accounts.
4. **Outside personal use:** Artvision does not prohibit the free speech of employees on their personal social media accounts. However, it is advised that employees take careful consideration to avoid posting anything that might shed negativity on the company or its employees.
5. **Enforcement:** Employees not following the “Social Media in the Workplace Policy” will be subject to the same consequences as incurring infractions from any other section of the Artvision Employee Handbook:
 - 1st instance: a written warning
 - 2nd instance: a suspension from work for a period of two weeks
 - 3rd instance: termination from the position

The Graphic Design team at Artvision is vital to the overall success of the company, the customer service we provide our clients, and the reputation the company has in the marketing and design world. It is, therefore, imperative that our employees spend their time at the workplace focusing on the tasks at hand instead of becoming distracted by outside influences. We appreciate your cooperation and efforts to fulfill our expectations of a social media-free workplace. Thank you again for everything you do. If you have any questions or need clarification about the “Social Media in the Workplace Policy,” please feel free to reach out to me.

Sincerely,

William Jones
Director of Graphic Design
williamjones@artvision.com

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New message _ ✖ ✕

To: Samantha Blackman at Best World Tours Agency (sblackman@bwtours.com)

From: Craig Newsome (cnewsome@cradventures.com)

Date: March 16, 2020

Subject: Quality of the Zip Line Tour Guides

Dear Ms. Blackman,

Good afternoon. I hope you are having a nice day. My name is Craig Newsome, and I represent Costa Rica Adventures. In October 2019, my client Trevor Allen booked a zip line tour in Costa Rica through your company, Best World Tours Agency. Please see the attached receipt for proof of purchase.

Trevor and his wife, Jane, went on your zip line tour on January 20, 2020. The package was said to include the following elements:

- Breakfast and lunch at the Rainforest Lodge
- Eight hours of zip lining for two people
- All safety equipment and necessary safety training
- Two English-speaking guides for the full day
- Two commemorative t-shirts
- 20 photos taken of the participants during the adventure, emailed within two weeks of the event

The meals were delicious, the safety equipment was more than adequate, and the souvenirs were well received. However, Trevor and Jane had an extremely difficult time understanding the safety training and directions, and they struggled to hold conversations with the guides due to the guides' inadequate verbal English skills. Additionally, the outside environment made it difficult to hear them. These conditions made the day frustrating, unnerving, and confusing for my clients. The guides also spent time on personal cell phones and were texting throughout the day. My clients expected that the focus would be on them and their safety and enjoyment. Because the guides were often incomprehensible and were very distracted with their phones, they appeared to be disinterested in making Trevor and Jane's experience a fantastic and safe one. Instead, Trevor described the day as "mediocre" and "not worth the money."

I have owned Costa Rica Adventures for almost ten years and pride myself on my excellent customer service and providing fantastic excursions for my clients. I am sure you feel the same about your agency and strive to make sure your customers are 100% satisfied with their purchase. In the rare instances that I have had unhappy clients, I did my utmost to correct the problem or compensate them for their time and investment. I hope you will provide the same level of customer service for Trevor and Jane.

Would you please respond with the kind of compensation you are willing to provide for my clients? My suggestion is a full refund of the cost of the adventure, an apology email, and a discount on future activities with your company. Also, please inform the company in Costa Rica who hired the tour guides that their guides do not speak a comprehensible level of English necessary for the position. As a fellow business owner, I am sure you are aware of how quickly negative reviews can spread, and I am positive we both want to avoid that result for your company.

Thank you for your time. I expect a response from you within a week and for my clients to have an acceptable resolution for their dissatisfaction within the next two weeks. If you have any questions or need further clarification, please feel free to contact me.

Sincerely,

Craig Newsome
cnewsome@cradventures.com

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