

## Opening lines

### Why do we need an opening line in a business letter or email?

- to make reference to previous correspondence
- to say how you found the recipient's name/address
- to say why you are writing to the recipient.

### 10 Good Opening Lines:

With reference to your letter of 8 June, I ...  
I am writing to enquire about ...  
After having seen your advertisement in ... , I would like ...  
After having received your address from ... , I ...  
I received your address from ... and would like ...  
We/I recently wrote to you about ...  
Thank you for your letter of 8 May.  
Thank you for your letter regarding ...  
Thank you for your letter/e-mail about ...  
In reply to your letter of 8 May, ...

## Closing lines

### Why do we need a closing line in a business letter or email?

- to make a reference to a future event
- to repeat an apology
- to offer help

### 10 Good Closing Lines:

If you require any further information, feel free to contact me.  
I look forward to your reply.  
I look forward to hearing from you.  
I look forward to seeing you.  
Please advise as necessary.  
We look forward to a successful working relationship in the future.  
Should you need any further information, please do not hesitate to contact me.  
Once again, I apologise for any inconvenience.  
We hope that we may continue to rely on your valued custom.  
I would appreciate your immediate attention to this matter.

## When 'Yours faithfully' and when 'Yours sincerely' in a business letter?

### When the recipient's name is unknown to you:

Dear Sir ... Yours faithfully  
Dear Madam ... Yours faithfully  
Dear Sir or Madam ... Yours faithfully

### When you know the recipient's name:

Dear Mr Hanson ... Yours sincerely  
Dear Mrs Hanson ... Yours sincerely  
Dear Miss Hanson ... Yours sincerely  
Dear Ms Hanson ... Yours sincerely

### When addressing a good friend or colleague:

Dear Jack ... Best wishes/Best regards

### Addressing whole departments:

Dear Sirs ... Yours faithfully