If you are enclosing a document, such as an ad to be run in a newspaper, you would key "enc:" (for "enclosed") below your name and address (and below the cc: line, if there is one) at the left margin. Then you would add an abbreviated description of the material.

Once you establish a working relationship with someone, you might drop some formality. Remember the qualities of good communication, however, and always keep the letter brief and organized.

Word-processing software usually includes various templates to use for letters. You can pick the one you think most effectively conveys the "look" you want for your business.

Your Business's Address	Gervitas Bakery 456 Elm Ave. Woodbury, NJ 09876 (309) 555-1432 agervitas@gervitas.net
Date	May 4, 20--
Recipient's Name and Address	Ms. Cathryn Whyte Vice President, Purchasing Brennan's Supermarkets 123 Winterthur Hwy. New Castle, DE 56432
Salutation	Dear Ms. Whyte:
Body	I have been a successful, independent wholesaler of baked goods to central New Jersey for five years. My business, Gervitas Bakery, has been named Gloucester County's Favorite Bakery three years in a row. (Please see the enclosed articles from the *Woodbury Times*.) I am now interested in reaching more distant markets. The Brennan's Supermarkets name is synonymous with quality among consumers all along the eastern seaboard, and I believe that adding my products to your other fine offerings would enhance the sales and reputation of both our businesses. I would like to discuss the possibility of becoming a supplier to Brennan's Supermarkets. May I contact you or a member of your department? I can be reached at the address, phone number, or e-mail address above, and I look forward to your reply. Thank you for your time and attention.
Closing	Sincerely, *Alexander Gervitas* — Your Name, Written and Printed Alexander Gervitas Enc: *Times* articles (2)