Business Letter

[Name of the Writer]

[Name of the Institution]

Business Letter

The business letter that I just received a few days ago was an Open Business Letter while envelop that has been used for the business letter was a commercial envelope.

The envelope in which the letter has been sent was a highly professional looking envelope. While on another side, the business letter inside envelops was also written in a highly professional and clear business language. After analyzing the type of envelope, I came to the result that the used envelop (commercial) is a most commonly used envelops for business correspondence which comes with several styles that include square, commercial, and policy. Despite, the envelope was designed in a policy flap style as well where a contemporary flair has been used for correspondence for the purpose of custom marketing material.

In terms of messages, the business letter and especially envelop was giving a nonverbal but very potential and good message. Though the designing of the letter and envelop such as writing style etc. they have sent a nonverbal message that sender is not a common body but they are a highly professional body (person or organization). The way they have put the address etc. was done in a completely skilled and specialized manner.

The message “which was a marketing and promotional message” is/was also fully consistent with the content inside the letter. The message even the nonverbal one was consistent with the content because both, the nonverbal message (discussed and elaborated above) and the content of the business letter inside the envelope were a professionally written in a skilled and specialized way/manner.

According to my analysis and view, the sender has made the nonverbal message consistent with verbal communication through the techniques listed below.

1. Understanding the actual receiver
2. Formally analyzing the content of the verbal message
3. Putting the content in the way that highly aligns with the verbal and written message
4. Developing balance between the verbal and nonverbal messages and putting others things accordingly.