Golden Park Gym

Station Road

Leicester

L18 4DD

5 February 2018

Mr Kevin Apperley

16 Gloucester Road

Leicester

L18 2BX

Dear Mr Apperley

New member information

**A** I would like to take this opportunity to welcome you to Golden Park Gym. You have

taken an excellent step towards improving your health and fitness.

**B** I can confirm that your membership started on 1 February 2018 and will be due for

renewal on 1 February 2019. Your membership number is GPG00846KA. Please

quote this in all correspondence.

**C** Can I recommend that you book an induction session with one of our personal

trainers as soon as possible? We would suggest for health and safety reasons that you do not use the gym equipment until you have had this session. Any of our highly experienced trainers will be able to put together a fitness programme to match your needs.

**D** Can I also remind you that Golden Park Gym is not just a gym? We offer a range of healthy snacks in our café. We also offer the services of a masseur and other complementary therapists.

**E** Once again, I hope that you enjoy your membership with us. If you have any queries, please do not hesitate to contact me.

Yours sincerely

Nasreen Qadri

Manager

**Learn from other writers**

Read the letter. Discuss it in the group and answer the questions below to find out how the writer organised the information to make it clear.

1. The first sentence tells the reader what the letter is about. How does this help the reader? Why do you think business letters often start this way?

2. The letter has three main paragraphs, B, C and D.

a) What is the topic in each main paragraph?

b) Write the topics in the order they appear in the letter.

|  |  |
| --- | --- |
| **Paragraph** | **Topic** |
| **A** |  |
| **B** |  |
| **C** |  |

c) Why do you think the writer put the topics in this order? Is it a logical order?

3. The final paragraph of the letter is a conclusion. A conclusion is an effective ending for a business letter. It ends the letter by:

* repeating or summing up the main point of the letter

*Once again, I am very sorry you did not receive your joining instructions.*

* assuring the reader that you are giving their needs your attention

*If you need any more information, please let me know.*

* stating what action is going to happen next

*I will send you a new membership card next week.*

* asking the reader to do something

*Could you please send us confirmation of your address?*

a) Does the letter end in any of the ways listed above?

b) Why do you think the writer chose to end the letter like this?

**Letter writing task**

Golden Park Gym is planning to expand its premises and its facilities. This will involve a lot of building work and will have an effect on opening times and access.

You are going to write a letter to all members. You should tell members about:

- the new facilities

- the new arrangements for gym users during the building works

**Plan your writing**

Work in pairs or threes.

1. Spend a few minutes listing things that your reader needs to know, e.g. a new sauna, enlarged changing rooms, arrangements for car parking.
2. Now read through the list together. Cross out any things that are repeated or are not relevant for a short letter.
3. Spend 5 minutes discussing a logical order for your list.
4. Think about your introduction and conclusion. What information do readers need to find in the first paragraph of the letter? What’s the best way to end your letter?

**Draft your writing**

Once you have done all your planning you are ready to write a first draft of the letter. Write this on your own.

As you write, remember to:

* Organise your letter so that each paragraph covers a different point in your list
  + Begin with an introduction and end with a conclusion
  + Make sure the first sentence of each paragraph contains the most important point. Add the less important points in the following sentences.