**Writing an Action Letter to a Company**

Consumers have a great deal of power. Writing a letter can be a powerful way to let a business know what you think, and how you would like them to change. There is no guarantee that one person can influence a business to change its ways; however, one voice may inspire others to speak up, and many voices can motivate a positive change.

**Letter Format:**

* Everything lined up on the left margin (no indents).
* Letter should be spaced evenly both horizontally and vertically on the page.
* Proofread, proofread, proofread before you print and sign it.
* **SEE THE SAMPLE LETTER.**

In a blank Word document, start with the current date in month/day/year format (eg. December 25, 2015) at the top of the page.

*Leave 4-7 spaces (this can be adjusted later to help center the letter on the page.)*

Type the specific name and address of the person/organization you are writing to.

What is the **salutation** you will use? Try to find the name of the person in charge of customer service. Or, go right to the top, and write it to the President or CEO (Chief Executive Officer) of the company. If you cannot find a specific name, use Dear Sir/Madam, followed by a colon “:”

**Introductory Paragraph**: Explain why you are writing. Do you have anything positive to start off with? If not, get right to the point to explain your concern. Why are you complaining? What evidence do you have?

**Body Paragraph(s):** What would you like them to do? Is there anything you will do/will not do until they fix the problem?

**Concluding Paragraph:** Summarize what you want them to do. Suggest when you would like to hear back from them. Provide contact information.

What closing will you use? (Your truly, Sincerely, etc.)

*Leave 4-6 spaces for your signature.*

Type your first and last name.

Save your document as letter\_yourname in your z:\ drive Business/Global Economy folder.