

How to write the Subject Line

Business letters must have a subject line.

Business people get a lot of letters. They need a quick way to work out which letter to deal with first, then second and so on. The subject line allows them to do this. The reader can quickly scan the subject line of all their letters and prioritise their work.

A subject line should do three things:

- Point out the topic of the letter
- Allow the reader to gauge how important the matter is to them
- Be brief. A subject line should be no more than seven words.

The subject line is really a shortened version of your first paragraph. It is therefore best written after you have written that paragraph.

An example

Dear Sir/Madam

Subject:

My family and i have been satisfied customers of your firm for many years. So when I was asked to research a “successful local business”, I naturally thought of your company. I need to carry out this research for the Business Studies Diploma I am studying at Victoria University.

'Research' is
the key word



A suitable subject line would be 'Research Project'

Dear Sir/Madam

Subject: Research Project

My family and I have been satisfied customers of your firm for many years. So when I was asked to research a “successful local business”, I naturally thought of your company. I need to carry out this research for the Business Studies Diploma I am studying at Victoria University.