Be colourful! (in font Arial Black 22)

This is Times New Roman 24. Arial 22 looks like this, **and like this bold**, *and like this italic.*

**Office 2010** adds all kinds of fancy styles for making text reflect and glow. The reflection messes with line spacing unless used for a whole line, though. There are shadow options too. Use special effects sparingly; otherwise your letter will be ~~the worst piece of rubbish mankind has ever seen~~ unprofessional.