

INTRODUCTORY LETTER SAMPLES

SAMPLE 1:

I hope this letter finds you off to a tremendous start to **YEAR!**

I am writing to request a brief introduction to learn about you and your company. As owner and founder of **Company**, we currently serve clients in your industry by providing **Benefit**.

I'll be in touch with you next Thursday morning to gauge your interest in a brief exploratory meeting. Should you want to contact me beforehand, feel free to reach me directly at **Cell** or by **email**.

Respectfully/Best of success! /Sincerely

SAMPLE 2 (General)

I hope this letter finds you off to a tremendous start to **YEAR!**

I am writing to request a brief introduction to learn about you and your role at **Company**. As **Title**, with **Company**, I welcome any opportunities to serve you in your **PERCEIVED ROLE/NEEDS** – by acting with the utmost of integrity and responsiveness, providing clear and appropriate consultation and offering cost-effective solutions relating to **X industry**.

I'll be in touch with you next Friday morning to gauge your interest in a brief exploratory meeting. Should you want to contact me beforehand, feel free to reach me directly at **Cell #** or by email at **Email**.

Respectfully/Best of success! /Sincerely

SAMPLE 3 (Print Specific)

I hope this letter finds you off to a tremendous start to **YEAR!**

I am writing to request a brief introduction to learn about you and your role at **COMPANY**. As **X TITLE** with **Y PRINTER**, I will welcome any opportunities to serve you in your print/marketing initiatives in **YEAR** – by acting with the utmost of integrity and responsiveness, providing custom consultation and offering cost-effective solutions.

I'll be in touch with you next Friday morning to gauge your interest in a brief exploratory meeting. Should you want to contact me beforehand, feel free to reach me directly at (Cell #) or by email at (Email).

Best of success,

LETTER FOLLOW UP SAMPLES

Email Follow Up - 1

Subject line – letter follow up (perhaps put date of letter)

Thank you for taking the time to read the letter I sent you last week.

As **X title** with **Y Company**, I seek opportunities to provide **X Benefit** and hope to bring this value to you. My initial purpose in contacting you is to learn about you and your team at **Z Company**. I would enjoy an opportunity to stop by, introduce myself and take 20-30 minutes to mutually determine if I can provide value in any way.

Would you be willing to meet with me for 20-30 minutes at 10:15am on Tuesday July 13th or July 20th?

Any response you offer to this email will allow me to be most appropriate in my follow up with you.

All the best!

Email Follow Up - 2

Subject line – first email follow up

I hope this email finds you enjoying a fabulous day!

I am following up the email and letter sent to you in the previous weeks in regard to any opportunities to provide **X benefit** as it fits your specific needs and timing. I realize that you are probably very busy, and out of respect for your time, have not called to gauge your interest in meeting. Also, I do not want to inconvenience you with emails if you are not the individual that would consider any **NEEDS YOUR COMPANY OFFERS TO SOLVE/PROVIDE** for your company.

Please let me know if I should be in touch with someone else at your company so I can be respectful and appropriate in my follow through.

Thank you and best of success!

Phone To Appointment Script (Generally from letter intro)

Hi Joe,

My name is **Name** of **Company**, how are you today? The reason why I am calling is to follow up the letter and email correspondence you've recently received from me. Did you receive that?

No or yes –

Fantastic, Joe, we currently serve clients in your industry by providing **Benefit**.

(Do you have your calendar nearby?) – Haven't used, but heard it is good...☺

Would you be available for me to stop in to introduced myself and learn a little about you and your organization next week?

Already have ideas, not interested, not time, no money, no whatever...

I understand that...otherwise you would have likely called me (with a smile ☺)...when it comes to your company/department, **DO YOU KEEP YOUR OPTIONS OPEN FOR WAYS TO GROW REVENUE/REDUCE COSTS** (whatever benefit your offering in a way that matters to them)?

Great, can I have 15-20 minutes with you to see if we can find some effective ways to do that?

Book it!