

Steps to an Effective Letter

1. **Goal**: Establish your outcome desired
2. **Open**: Greeting with warmth and friendliness
3. **FOO**: Recognize and affirm the reader and their company
4. **Purpose**: State why you are writing
5. **Benefit**: Meet your needs/help or support your goals, objectives, add value
6. **Ask/Purpose**: Take Action/Make a Promise
7. **What's Next**: Make a Commitment and Keep it
8. **Friendly Close**: Sincerely, With Best Regards, Looking forward to speaking with you