Letter of introduction

A short letter to introduce yourself or your business

[Your name or business]
[Your address]
[Your phone and email]

[Name]
[Company]
[Address]

[Date]

Dear [name],
[Introduction - your name or business]
[Introduce yourself or your business in one or two sentences. Say who you are and what you do.]

[Explain why you are writing to them and how you found them or were introduced.]

[Say briefly how you could help them, with one or two relevant examples.]

[Suggest a next step, such as a call or meeting, and say how to reach you.]

Yours sincerely,

[Your name]
[Job title or business]