Worked example - a fictional business. Replace every detail with your own.

Letter of introduction

A fictional example

Willow Lane Studio
12 Example Street
Anytown AB1 2CD
hello@example.co.uk

Alex Morgan
Sample Cafe Ltd
4 Sample Road
Anytown AB3 4EF

16 November 2026

Dear Alex,

Introduction - Willow Lane Studio

My name is Alex Morgan and I run Willow Lane Studio, a small design and print business in Anytown. We make menus, posters and signs for local cafes, shops and clubs.

I am writing because I admire the new look of your cafe and noticed that your menus are due a refresh. Sam Taylor from Riverside Cafe suggested I get in touch.

We recently redesigned Riverside Cafe's menus and window posters, with a five-day turnaround. I would be glad to show you some examples.

Could we arrange a short call or visit in the next two weeks? You can reach me on 07700 900123 or at hello@example.co.uk.

Yours sincerely,

Alex Morgan
Owner, Willow Lane Studio

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How to use this template

A letter of introduction says who you are, why you are getting in touch and what you hope will happen next. Use it for a new business contact, a new neighbour, a new supplier or an introduction through a mutual contact.

1. **Open with who you are.** Your name and a one-line description of what you do.
2. **Say why you are writing.** A shared contact or a specific reason makes the letter more personal.
3. **Show how you could help.** One or two relevant details are enough.
4. **Suggest a next step.** Offer a call, meeting or reply and give your contact details.
5. **Keep it to one page and personalise it.** Use the person's name and check the spelling before you send.