

PREFERRAL APPROACH LETTER

Chris Anderson
4837 Buena Vista Drive
West Arlington, CT

<DATE>

Hi Pat --

In a recent conversation with **Michelle Torvil** your name came up. Quite favorably.

Michelle thought we might like to know each other and, with this letter, I'm following-up on her suggestion to introduce myself.

Please understand, **Michelle gave me no reason to believe you have any need for my services at this time.** She did however, think you might run into people who could.

She also said **you probably know someone who does what I do whom you'd either use yourself or refer to a friend . . .** should a need develop for the services I offer.

That said, I'll call you in a few days to introduce myself, learn more about you and see what, if anything, develops as a result. Fair?

Cordially,

Chris

P. S.

Prior to my calling, you might like to speak with Michelle concerning:

A) WHO I am, and

B) WHAT I do

Her phone number is: 123-456-7890

SAMPLE