Sample Client
Sample Firm
Sample Address

Dear Name,

It was a pleasure talking to you on Thursday. As promised, I put together a folder of information about my company as well as samples of our work. I think it pretty much sums up what we do.

Our specialty is Internet Solutions. We have worked with dozens of organizations to implement not only visually exciting, but cost-effective, Web solutions. For example, we recently wrote a system for XXXX Corp. which automatically generates over 40,000 Internet files for that company's Web site.

From our conversation, I believe that I understand what you are attempting to do. I also believe that Your Company Name can develop a creative solution for your company. We are experts in the techniques of the Web. This includes graphic design, animation, copywriting, programming as well as content advice.

Your Company Name is truly on the Web's cutting edge. You can be assured that if it's available, we have not only used it we excel in it. So your site will always be, in the vernacular of the Web, a "cool" site.

I will call you next week to set up an appointment. At that time I would like to "surf" the Web with you to show you how others in your industry are using the Web to their competitive advantage.

Sincerely,

Your Name
Your Title