

**Sample Prospecting Letter
Pre-approach Letter
Without Referral**

[Prospect name]
Smith & Smith
1234 Main St
Anywhere, A1B 2C3

Dear [Prospect];

I would like to introduce myself and the services our firm, [Firm name], provides to firms in the [name industry].

At [Firm name], we offer a unique planning service that is specially designed to help you look at planning issues relating to you as an employer, as a business owner, and as an individual.

Within the next 10 days, I will call you to arrange a mutually convenient time to show you the type of work we do. This will give you an opportunity to decide if you and your firm could benefit from our services.

Sincerely,
[Your name]