

## Follow-Up Letter Template

[Prospect name]  
[Company]  
[Address]  
[City, Province], [Postal Code]

Dear (Prospect):

Back in early December (or whenever you sent the letter/email) I sent you a letter/email offering you a copy of our latest free report (NAME OF FREE REPORT)

Amid all the mail you get on a typical day, perhaps my letter got overlooked or maybe you were just too busy at the time to respond. However, since we specialize in working with clients such as you, I wanted to write you again. I firmly believe that the information in the report will be particularly valuable to you.

Now I realize that the topic of (YOUR SUBJECT) may not excite you. However, I'll bet that (THREE SPECIFIC BENEFITS) are all very important to you. (NAME OF REPORT) will take you less than 15 minutes to read and I guarantee it will stimulate your thinking about:

- SPECIFIC BENEFIT 1
- SPECIFIC BENEFIT 2
- SPECIFIC BENEFIT 3

At (NAME OF YOUR COMPANY) we assist (COMPANIES IN THIS PARTICULAR INDUSTRY) achieve outstanding business results by (DOING WHAT?). Clients commend us for our willingness to dig deep and fully understand their specific business challenges before we offer any sort of recommendation or potential solution. We know that at the end of the day, what you care about most, are solutions to the most vexing business problems you face. We believe that (YOUR AREA OF EXPERTISE) will help you achieve your goals, but that first and foremost the business problem must be clearly understood.

Even if you're completely satisfied with (THEIR AREA OF POTENTIAL PAIN), I guarantee that you will find some useful and profitable information in this report. Again the report is free and you can receive your copy by visiting our website (www.) or calling us at

I look forward to hearing from you.

Best Regards, (Your name/title)

