October 11, 2018

Jane and Mike Smith

4321 First Street

Anytown, State ZIP

Josh Rhodes, CEO

Dear Jane and Mike,

I'm in the business of helping people set and meet their long-term financial goals. It is a business of service. Its success is dependent on building relationships that have trust as their foundation. I would appreciate the opportunity to show you the kind of work that I do for my clients. A brief, complimentary meeting would allow us to do that, and would give you the opportunity to ask any questions you may have. In that way you can find out if we should be working together. I will phone in one week to arrange a time for us to get together for 20 minutes. Meanwhile, please feel free to call (your clients name) and ask about the work I have done for (him, her or them)

1234 Main Street Anytown, State ZIP 123-456-7890 www.example.com

**STEP 3 SAMPLE**

Two promises in advance:

1. You will not be asked to buy anything during this meeting.
2. 2. There will be no further discussion except at your request. Sincerely,

Sincerely yours,

Josh Rhodes