

(print on letterhead)

January 15, 0000

Ms Rachel Referral
Director of Marketing
Appreciative Manufacturing
96 Satisfaction Street
Any City, XX, 12345

Dear Rachel:

Thanks again for the opportunity of working with you, (name), and all the staff on the new Widget brochure. I hope you are still as happy with the result as we are.

As I'm sure you've experienced, finding qualified suppliers with reasonable prices who are comfortable to work with can be difficult, especially in a field like (design, advertising, PR). This is why referrals from our past clients have become a major source of (name of firm's) future clients.

Could you help us help others by taking a minute or two to think of acquaintances who could also benefit from our services? I'd like to give them a call to introduce what we do.

I'll give you a call next week to see if you can think of anyone we should call on.

Thanks in advance,

(your name)
(principal)