

[DATE]

[ADDRESSEE]
[COMPANY]
[ADDRESS]
[CITY], [STATE], [ZIP]

Dear [NAME]:

In [MONTH] I left my position as [FORMER TITLE] at [FORMER COMPANY] to establish my own [SERVICE] business. I would like to take this opportunity to pass along my business card and to tell you a little bit about my business.

My practice will deal with [DESCRIPTION]. My services will focus on three primary areas:

- AREA 1
- AREA 2
- AREA 3

If you are in [CITY] and would like to get together, please call.

Sincerely,

YOUR NAME
YOUR TITLE