

YOUR NAME, Writer
Corporate & Marketing Communications

Street Address
City, State Zip
(000) 000-0000
FAX (000) 000-0000

1~

Dear 2~:

When was the last time you worked with a writer whom you would describe as a true professional? Clients often tell me that plenty of people call themselves writers, but few can deliver the professionalism clients have a right to demand. Here are the professional qualities that set my writing apart:

- **Experience:** A decade as a *full-time* freelance professional. For me, writing isn't a sideline. I'm a committed pro. You can rely on my work consistently to meet the highest professional standards.
- **Flexibility:** Want hard-selling copy? Gentle persuasion? Direct response, speeches, brochures, scripts, publicity? Need a newsletter written *USA Today* style? Or maybe you want *The New York Times*. I've written for both, so I can deliver either -- and anything in between. To stay in business as a freelancer, you'd better be able to do it all, and I have.
- **Creativity:** For clients like you, I've made boring subjects exciting, created demand, simplified technical information, developed innovative communications solutions. Clients pay me to be creative. I haven't come up empty yet.
- **Speed and reliability:** I'm fast. I've delivered projects in 24 hours. If you need something right away, I try to accommodate. I *never* miss a deadline. Not only can I take the pressure, I welcome it. It makes life interesting.
- **Sensitivity to your needs:** My primary aim is to satisfy my clients with writing that supports their business goals. Having worked for close to 50 major companies, I'm in tune with your bottom-line needs. You'll also find it easy to work with me. I conduct myself in a professional manner, I work independently, and I produce results.
- **Close proximity:** With today's communications technology, I'm as close as your phone, fax or computer. Distance hasn't kept me from developing a national clientele. Don't let it keep you from hiring the best writing talent.
- **Proof:** I have the clients and the portfolio to prove all of the above.

If I sound like the professional writer you need for your corporate and marketing communications, advertising, and P.R., I think you'd enjoy hearing more about how I can help you. I'd be glad to discuss any project you may have in mind. So won't you please take a moment to fill in and return the enclosed reply card today?

I'll be looking forward to your response.

Sincerely,

P.S. If you'd like to share this material with a colleague, please feel free to pass it on.