



## Perfect Introduction in Reverse SAMPLE LETTER OF INTRODUCTION

### What is the Best Way to Recommend Your Business to My Clients?

Dear XXXX,

It is very likely that I have clients and contacts that could benefit to know about what your business has to offer.

I have found that in addition to offering simple, effective and affordable marketing solutions, one of the most valuable things I can offer my network is the confident recommendation of other resources. And that is why I am sending you this letter today.

From what I have witnessed so far, I believe that your firm, and the services you offer, aligns with the kind of businesses my clients should get to know better.

Enclosed a very simple tool, one that I have used in my own business and with my clients, to make the process of understanding your business an easy one. With this document, completed by you, I will be more prepared to accurately present your business to anyone in need.

Please take a moment to complete the blank form I have enclosed, adding anything else you think I should know, and return it to me at the address below. I have enclosed a sample document that I use with my referral sources to act as a bit of a guide for you.

Thanks for your help with this.

Best Wishes,

Debbie DeChambeau

P.S. After you return your **How to Refer** document, I will call you to arrange a time to meet to determine our next steps. I look forward to working with you.

## **How to Refer (your name)**

**Please complete this brief form so that I am better prepared to introduce your organization to my clients and prospects when the need arises. I appreciate you taking the time to share this information with my.**

**How Would I Spot Your Ideal Client? - describe your ideal target client be as specific as possible**

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**How Would I Best Communicate What You Do – describe how you like your product or service to be explained – how you are unique**

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**Your Client Referral Process – tell me a little about how you introduce yourself and your company to prospects I might refer**

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**What Others Are Saying (your name) – any client testimonials you care to share with me?**

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