

# **Business letter**

## **What is a business introduction letter?**

A business introduction letter is a way for companies to introduce themselves to potential customers, partner businesses, distributors, investors or other individuals or organizations to describe products or services that they offer. Additionally, company introduction letters may be categorized as either business-to-business, where a company writes to another business, and business-to-customer, where the business writes to its market or clientele.

A business-to-business letter of introduction might commonly be used by businesses introducing their products, services or intent to another business. The intent behind this type of business introduction letter may be to describe a possible partnership, request investment opportunities, or, if a company's niche market is other businesses, they might use an introduction letter to describe the products and services that they offer.

A company might use a business-to-customer, or business-to-consumer, introduction letter to introduce a sale, new products, discounted services or alert a specific market to a new company's arrival.

## **How to write a business introduction letter**

Writing a business introduction letter can be quite simple, especially when following an outline. You can use the following ten steps to help you write your business introduction letter.

1. Determine the intent.
2. Research the company or market.
3. Identify a need.
4. Open with a strong statement.
5. Include relevant details.
6. Keep it short and concise.
7. Create a call to action.
8. Close your letter.
9. Proofread.
10. Send your letter.

## **1. Determine the intent**

Before writing your introduction letter, you might first determine the intent of the letter. For instance, if you have recently launched a new business and want customers to know about your products or services, you can write your introduction as a business-to-customer letter. If you want to reach out to another company, however, your letter might follow a business-to-business format. Determining your intent before starting your letter can help you determine the information you might include when sending your letter out.

## **2. Research the company or market**

Next, you might research the company you plan on communicating with, as well as its brand identity, market and products or services. Conversely, if you are writing to your client base, you might research popular products or services that are in competition with yours and how you can provide information that will persuade your clientele to seek out your business instead.

## **3. Identify a need**

After you have done some research on the recipients of your introduction letter, you can identify their needs. For example, when writing business-to-business, you might find the business you are communicating with has need of your services. Or when researching your customer market, you might find there is a need for the products your business manufactures, and you can use what you learn of your audience's needs to help you provide relevant information about your business.

## **4. Open with a strong statement**

Then, when your research is done and you have identified a need, you can start your letter. Open with a strong statement, such as your business's slogan or a memorable quote. Starting strong in your letter is important as this is where you can gain the reader's attention.

## **5. Include relevant details**

Depending on your audience and intent, your letter can include the information that is relevant to your audience. For instance, if your business is seeking a partnership with another business, your relevant details might include the products or services that you intend to provide in a partnership, as well as the parameters of partnership. If you are writing to introduce your new business to

the customer market, you might only include information that describes how your products or services will help your clientele.

## **6. Keep it short and concise**

As you write your letter, you might keep it between 300 and 400 words and include just the details you want the reader to know about your business. Avoid unrelated information or details that make your purpose unclear.

## **7. Create a call to action**

Before closing your letter, you may consider adding a call to action. This means that you are describing ways that your audience can communicate back with you or further actions that the reader can take to get to know your organization better.

For instance, if your business is entering a new market of consumers, you could create a call to action that has new customers purchasing from your business. This might be detailing a grand opening event with sale items or offering a coupon to the first 100 customers. No matter the audience, creating a call to action can motivate them to interact or otherwise continue communication with your business.

## **8. Close your letter**

After adding your call to action, you can close your introduction letter. While formal letters may use standard closings such as "*Sincerely*" or "*Yours truly*," you might consider some less common closing statements that can make your letter feel more personal to the reader. You might use statements like "*Best wishes*," "*Warmest wishes*," "*Kindest regards*" or other personable closing statements.

## **9. Proofread**

After you have completed your introduction letter, be sure to proofread it checking for typos, spelling and grammar errors. Also, check to make sure that your recipient's name is spelled correctly. You may also check for formatting issues during this step.

## **10. Send your letter**

Finally, you can send your letter. You might make sure the mailing address is the correct contact information for the company you are writing to. If you are sending out multiple copies of your business introduction letter to your consumer market, you might double-check that you are sending your letter to only customer leads that have expressed interest in your organization.