

**Sample Business Correspondence**  
**Introduction Letter**



John Smith  
Vice President  
ABC Manufacturing Inc.  
123 Main Street  
Anytown, ON A1B 2C0  
Canada

October 31, 2016

Dear Mr. Smith

The purpose of my reaching out to you is to introduce myself and our company. We are Lumin8 Strategy & Design Agency Inc. and my name is Christopher Muggridge, Creative Strategist and Partner. We believe in communicating with our clients like real people, listening to their needs and offering our experience without overwhelming them with industry or technical jargon. This is exactly the kind of conversation we would like to have with you.

Logos and Brand Identity, Product Package Design, Print Materials, Internet Applications, Websites, Copywriting, RFP/Proposal Writing, and much more are all a part of what we offer. With a singular dedication to creating solutions that are relevant and successful, we are confident that we can help ABC Manufacturing Inc. secure prosperity through the effective use of strategy, communication, design, and development.

We have included our showcase booklet with this letter to get you familiar with our work and we encourage you to visit us online at [www.lumin8.ca](http://www.lumin8.ca). We welcome the opportunity to discuss the ways we can bring value to your organization.

Let's make exciting things happen!

Sincerely

Christopher Muggridge  
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