

how **2** sample: Prospecting Letter

PAT A. SMYTHE

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September 12, 20XX

Peter Jones
Director of Business Development
ACE Advertising
1000 Commerce Lane
Tampa, FL 33979

Dear Mr. Jones:

I am a recent graduate of Florida Gulf Coast University with a Marketing degree and am considering relocating to the Tampa area. While conducting research on advertising firms in Tampa, I came across your company website and was very impressed. I have been looking for opportunities to break into the advertising field and would like to inquire about possible positions in your account management department.

As indicated on my resume, I have gained advertising experience through an internship at the Gulf Coast Chamber of Commerce, which involved working on numerous outreach initiatives with the Membership Director. These projects included creating promotional materials, developing media spots, redesigning the website, and assisting with a direct mail campaign. I also noticed on your website that your company has accounts with many of the top luxury resorts in Florida. As an Assistant Front Desk Manager at an upscale hotel in Naples for two years, I have a strong understanding of the hospitality industry, which may enable me to make an immediate contribution with some of these accounts.

I am genuinely interested in working for ACE Advertising. If there aren't any full-time positions available, I would also be willing to work part-time or assist on a temporary basis with any special projects you may have. I would welcome the opportunity to discuss this in more detail with you. Feel free to contact me at your convenience at (239) 000-0000. Thank you for your time and consideration.

Sincerely,

Pat A. Smythe

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