

# how **2** sample: *Prospecting Letter*

PAT A. SMYTHE

100 North 20th Street – Fort Myers, FL 33901  
(239) 000-0000 – [psmythe@eagle.fgcu.edu](mailto:psmythe@eagle.fgcu.edu)

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 inquire about possible positions in your account management department.

As indicated on my resume, I have gained advertising experience through my internship at the Gulf Coast Chamber of Commerce, where I worked 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. I worked my way through college as a Front Desk Assistant Manager at an upscale hotel in Naples, so 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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