

Bonus Pitch Letter Template (Ready)

SUBJECT: From a customer – A [insert content type] for your customers?

Hi [insert recipient's name],

My name is [insert your name] and I recently purchased [insert product name]. I wanted to let you know that I think it was [awesome / just what I needed / you choose something] and I loved [insert what you loved about it in some detail].

I actually work in a similar market and have a [type of content – report, piece of software, spreadsheet, etc.] that I thought your customers might find useful [insert a specific reason why it would be useful – how does it enhance the current product?]. If you'd like, you could provide it to them for free and with no strings attached. All I'd request in return is to include a link to a free offer that I think would be quite useful to them.

You can see the [type of content] here: [insert link to where they can download it].

[Optional ->] I could customize it even more and target it specifically to your customers by [insert how you'd customize it]. I can also include your logo as a publishing partner and include any information you'd like to add.

And, of course, I'd be happy to promote your product to my list as well. I think it's a great fit for them since they need help with [insert what they need help with].

I hope you'll find this useful and I really look forward to hearing from you. Thanks again for providing such a great product.

Respectfully,
[insert your name]
[title, website address]

[insert any contact information like telephone number, Skype, etc. in case they want to get a hold of you]