

INFORMATIONAL LETTER

Note: In the examples that follow, we are concerned solely with the body text unless otherwise indicated. (See: Letter Formats)

Dear Ms. Pinckney:

In reply to your letter of March 21st, I am pleased to send you the following:

We have been publishing full-color, laminated guides in academic, business, home and computer areas for almost a decade and are continually expanding our areas of expertise to meet the needs of our clients. (See encl.)

We use only the finest talents in each area covered by our guides to assure that the information they contain is accurate, up-to-date, and presented in an exciting, easy-to-understand manner. Our graphics department then makes each presentation both abundantly clear and enticing to the eye. Thanks to state-of-the-art printing and production methods, we can usually promise shipment of any order, of any title, new or old, within 48 hours of receipt.

We also offer customized guides (minimum order 5,000 copies) that can put your logo, or other desired information, on the guide at no extra cost, and in minimum "turn-around" time.

We can further tailor any guide to your needs by adding/removing material which may be desired for your individual purposes, or provide an entirely new guide to meet your individual needs. Naturally, the cost/time factor on such a project will be negotiated, but we can assure you that it will be the lowest cost, fastest time available within the industry. I am enclosing a complete catalogue, containing price lists, shipping costs, delivery information, etc., as well as some sample guides, for your perusal.

Thank you for your interest in (name of company) and I look forward to hearing from you soon.

We have been publishing full-color, laminated guides in academic, business, home and computer areas for almost a decade and are continually expanding our areas of expertise to meet the needs of our clients. (See encl.)

5. May or may not be in specific response to an inquiry, but establishes the credibility of the sender.
6. (See encl.) If applicable, would refer to letters of commendation, advertising materials, or other materials that affirm the "pride." We use only the finest talents in each area covered by our guides to assure that the information they contain is accurate, up-to-date, and presented in an exciting, easy-to-understand manner. Our graphics department then makes each presentation both abundantly clear and enticing to the eye. Thanks to state-of-the-art printing and production methods, we can usually promise shipment of any order, of any title, new or old, within 48 hours of receipt.
7. Remember, every letter you send, no matter how basic, is always an advertisement for your company.
8. This paragraph tells the client that you have a complete, in-house team to meet any need. But it also tells them that you are proud of their skills and that they are the best in their field! We also offer customized guides (minimum order 5,000 copies) that can put your logo, or other desired information, on the guide at no extra cost, and in minimum "turnaround" time.
9. When offering specialized service, always place any restrictions, in this case the "minimum order," up front. This eliminates any misunderstanding. We can further tailor any guide to your needs by adding/removing material which may be desired for your individual purposes, or provide an entirely new guide to meet your individual needs. Naturally, the cost/time factor on such a project will be negotiated, but we can assure you that it will be the lowest cost, fastest time available within the industry.
10. This is additional information that shows the scope and ability of your company.
11. If, however, any of the above information blocks were the subject of the client inquiry, that portion, with appropriate changes, should lead. *Always answer the client's query first!* Searching through the letter for that answer causes frustration. I am enclosing a complete catalogue, containing price lists, shipping costs, delivery information, etc., as well as some sample guides, for your perusal.
12. Give the client as much information as possible, *but*
13. Do not include the same information with subsequent mailings. This only leads to excessive paper and client annoyance. Thank you for your interest in (name of company) and I look forward to hearing from you soon.
14. Polite closure combined with a spur to action.
15. Tells client the next step is his/hers, but leaves open the possibility of following-up by you

A. Most likely generated in reply to a request, but can be self-initiated to inform potential/current clients.

In reply to your letter of March 21st...

1. Immediately inform correspondent of the specific matter to which you are responding.
2. Always include the specific date. Not "...your letter of the other day," or "...yesterday's phone call."

... I am pleased to send you the following:

3. Get directly, but politely, to the purpose of the mailing.
4. If the mailing is not in response to an inquiry, etc., a variation of "I am pleased" can be the opener.

Note: For effectiveness or "advertising" purposes, this second type of opening should be somewhat stronger, e.g. "I want to call your attention to an important new policy we have adopted." Note "buzz words"