

Business Writing: A Pitch Letter

Write a pitch letter to an executive at the television channel you have chosen as the ideal network to air your children's reality show.

Include the main points from your proposal worksheet, such as the plot, setting, cast of characters, educational objective, etc.

In addition, you need to persuade the executive of your show's educational value and its importance or fit for the network.

End your letter with a "call to action" politely asking to set up a meeting and giving the executive a way to contact you.

Follow the block format for business letters. An example is below.

The diagram shows a business letter with the following sections and labels:

- Date:** July 1, 2002
- Sender's Address:** GP & ASSOCIATES
2652 51st Channing Avenue, Suite 400
Denver, CO 99424
gparker@gpaaccounting.com
www.gpaaccounting.com
- Inside Address:** Ms. Ta Turlington
ACTION ITEMS
2400 Crestview Parkway
Denver, CO 99444
- Salutation:** Dear Ms. Turlington:
- Body Text:**

I understand from our mutual acquaintance, Chad Johnson, that you are looking to retain an accounting firm to assist you in the sale of your business. I would welcome the opportunity to show you how GP & Associates was able to help Chad successfully sell his business earlier this year.

As you'll see on our Web site, my associates and I have extensive experience in franchise/accounting, internal audits, and tax compliance. For the past several years, we have specialized in business valuation and transition services for sellers. We enjoy working closely with clients throughout the sale process to ensure a smooth transition. As our clients can attest, our various pre-sale price improvement strategies can significantly optimize a business's sale price.

Should you be thinking of purchasing another business, please note that we also offer business acquisition services. For your reference, I have enclosed additional information describing GP & Associates' full range of services.
- Closing "Call to Action":** To set up an appointment to discuss your specific needs, please contact me at 303-459-0037. I know how busy you are, so I will give you a call on Tuesday to follow up if I haven't heard from you.
- Signature Block:** Best regards,
Greg Parker
- Enclosures Carbon Copy:** Enclosures
CC: