

Persuasive Writing: The T-Shirt Pitch Letter

Pretend it is the year 2030 and write a pitch letter to a potential clothing manufacturer or thrift store owner in order to sell your T-shirt idea(s).

Each letter must explain how your shirt represents a particular aspect of your generation and its unique pop culture.

The letter must persuade using meaningful, supportive arguments.

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

Type your letter and use standard business letter format outlined below.

The diagram illustrates the standard format of a business letter. On the left side, a vertical blue bar contains labels for each section of the letter. On the right side, the corresponding text is provided. A circular graphic at the top left represents a stamp or seal.

Date	July 1, 2002
Sender's Address	GP & ASSOCIATES 2652 SW Channing Avenue, Suite 400 Denver, CO 80424 gparker@gpaaccounting.com www.gpaaccounting.com
Inside Address	Ms. Ta Turlington ACTION ITEMS 3400 Crestview Parkway Denver, CO 80444
Salutation	Dear Ms. Turlington:
Body Text	<p>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.</p> <p>As you'll see on our Web site, my associates and I have extensive experience in financial 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.</p> <p>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.</p> <p>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.</p>
Closing "Call to Action"	Best regards,
Signature Block	Greg Parker
Enclosures Carbon Copy	Enclosures CC: