

Cover letter for potential client

[Your name]

[Your company's name]

[Your email]

[Your phone number]

[Date, written out]

[Client's name]

[Client's company name]

[Client's address]

Dear [name of potential client],

I am writing to request your investment in [your business name]/ consideration in purchasing [your product/service] / interest in making use of our [product/service description].

We are [brief overview of your business] and we believe that [your business name] has great potential to [how the potential client will benefit from your product/service].

[If applicable, insert ways product or service will improve/benefit/increase ... mention your unique selling proposition and why the business/customer should buy/hire you/your offered product or service].

Please find attached a copy of our [product or service brochure] which provides more information on our company and product offerings. We [express your eagerness to see their response], and [request a meeting to discuss things further]. We look forward to working with you.

Thank you for your time and consideration.

Yours sincerely/Best regards,

[Your Name]

Cover letter for investment/funding pitch

[Your name]

[Your company's name]

[Your email]

[Your phone number]

[Date, written out]

[Investor's name]

[Investor's company name]

[Investor's address]

Dear [Name of investor],

I am writing to request your investment in [your business name]. We are [brief overview of your business, e.g., "an emerging fashion retailer in Manchester specialising in men's garments"] and we're [outline the growth or expansion planned with the investment funds, e.g., "we're looking to expand to six more cities in the U.K. by the end of 2024. With your financial support, we project doubling our production and strengthening our supply chain efficiency."]

[Provide a brief description of your current financial situation and how the funds will be used, e.g., "By streamlining our supply chain, we intend to undercut our competitors and offer high-quality garments at an affordable price."] [Mention your unique selling proposition].

Please find attached a copy of our [product or service brochure] which provides more information on our company and product offerings. We [express your eagerness to see their response], and [request a meeting to discuss things further]. We look forward to working with you.

Thank you for your time and consideration.

Yours sincerely/Best regards,

[Your Name]