

**Marketing  
Letter  
Instructions**

Instructions and examples on how to write a job development marketing letter to employers who have not done business with *organization name*.

The letter is made up of five sections:

1. Date and name, company, address, zip code
2. Salutation – Dear (*Name*)
3. Body of the letter:
  - ⇒ First line and paragraph
  - ⇒ Second paragraph
  - ⇒ Third paragraph or any number there after to complete the message
  - ⇒ Closing request for action sentence
4. The sign off and signature
5. The postscript – p.s.

Here is how each is set up and recommendations and examples for content choices. Please do not copy the examples exactly, but rather use their intent and putting the material in your own words.

### **1. Date and name, company, address, zip code**

Set up as in the normal way of writing a letter. Choose between business style with everything left justified or friendly style with everything indented like you were taught when you first learned to write a letter. Friendly tends to get more attention, as it is more unusual to receive and requires a bit more effort to set up.

Decide if you will use the letter recipient's first name alone or together with a form of address like Mr. Mrs. or Ms. The most common and easiest style is to use the first name alone and not Mr. Mrs. or Ms. unless you only have an initial for the first name.

## 2. Salutation:

Use Dear (*Name*). Decide if you will use the first name only, the first and last name or the last name only. I tend to favor using only the first name. However, if your audience resides in small communities, it may be too familiar. So it would be more appropriate to choose one of the more formal salutations.

## 3. Body of the letter: first line and paragraph – the need

The letter's first line outlines the need, issue, value or concern that is of importance to the reader. This line gets the reader interested in reading the rest of the letter. It can be a statement, a question or it could assert a point.

First sentence/paragraph examples (do not copy directly as the letter needs to sound like you and not me).

### Examples # 1

**Statement**—Many employers face reliability and dependability issues in filling their entry-level positions. Staff who do not show up every day or stay on task cost more than they add value to the employer. Let me show you what *organization name* together with (people with disabilities or our service users) have done to solve this problem.

**Question**—How would solving staff reliability and dependability issues in your entry-level jobs help your organization? Are staff that do not show up or do not stay on task costing you more than they are worth? Let me show you what *organization name* together with (people with disabilities or our service users) have done to solve this problem.

**Asserting**—You may not know what can be done about entry-level staff problems with reliability or dependability. Staff who are not reliable or dependable in their jobs often cost employers more than they are worth. Let me show you what *organization name* together with (people with disabilities or our service users) have done to solve this problem.

**Example #2**

**Statement**—Many employers are finding it more difficult to find new employees who want to work and who will add increased value to their organizations. If making sure you have access to as many good candidates as possible interests you, you may want to see what *organization name* has to offer.

**Question**—Of all new employee issues like reliable, dependable, motivated, or hard worker, which is important to address in future staff hires? If dealing with these problems is a concern for you, take a look at what *organization name* could do to help you.

**Asserting**—Many employers tell us that the work ethic has disappeared and it is hard to find good employees nowadays. While true for some candidates, *organization name* purpose is to both train and identify for employers, effective and matched to employer needs candidates. You may want to look at what we could do for you.

**3. Body of the letter: *second paragraph – the solution***

The second paragraph is a short description of your solution or opportunity to deal with the need addressed in the first paragraph. The same solution can be used for any of the needs/issues identified above and does not need to be substantially changed except if multiple letters are being sent to the same employer. Typically, the solution remains the same regardless of the employment need. The solution is your ability to supply effective candidates.

The solution/opportunity/what you have to offer can be framed in any way stating what you have to offer in regard to the problem. It should not be more than 4–5 sentences.

**Example #1**

**Solution**—*organization name* in partnership with people with disabilities offers employers a valuable series of potential services and candidates. We develop an in depth job analysis for each employer to be sure we understand the job needs and can match an effective candidate. We recommend only candidates we believe meet the employer’s particular job needs. We provide ongoing training and retraining support to the employer to speed up assimilation and to achieve required productivity levels. Talking to *organization name* before you hire will give you choices you may not have had before. (Notice the solution is described in the employer terms and not in the candidate or *organization name* terms)

**Example # 2**

**Solution**—Your employment needs can be met by using *organization name’s* no cost employment service that is designed specifically for employers’ needs. *organization name* in partnership with people with disabilities offers employers a job needs analysis and candidate selection service to find effective employees for most jobs. We specialize in understanding employers’ needs and providing long-term training support to ensure employment success for all. Talk to us about your next job opening to see what we can offer you.

**Example #3**

**Solution**—*Organization name’s* focus on understanding employer needs, suggesting matched candidates and providing no cost long-term employment supports all offer employers an excellent source of employees. We pride ourselves on ensuring your needs are met with good employees. Talk to us about you next job and see what we can do for you.

### **3. Body of the letter – third paragraph – the benefits**

The third paragraph describes the benefits the employer will get if they use your solution. These benefits are hypothetical and tend to be particular to the letter and type of employer. Below is a series of benefits you can choose from—select four to six of them. Make your selection based on what you truly believe is a potential benefit to the employer/s.

#### **Possible Benefits**

1. More choice in potential employees
2. Save time and money as we find candidates for you
3. Get candidates matched to your unique needs
4. Fast response to your hiring needs
5. Less start up headaches with our long term support
6. Easy access to a job ready labor pool
7. Professional support in selecting and maintaining employees
8. Easier hiring decisions
9. Free employment service
10. Safe decisions because of our matching service and follow-up
11. Services committed to your success
12. Access to state and federal employer assistance
13. Candidates that match your needs
14. Professionals who will help your hiring selections easier
15. Candidates trained to your specifications through our on the job training
16. Confidence from our proved track record with other local employers

### **3. Body of the letter: *fourth paragraph/section – your credentials***

Why should the employer believe you? It is because of your credentials you are believed. This is generally a list of companies that you or the vendors work for or jobs you or the vendors have your clients doing.

#### **Example**

Selected employers who currently work with us or our representatives (use a list of 6 to 8 employers)

- IBM
- Citibank
- Joe's Cleaning
- Ford
- State of Oregon
- Wal-Mart
- Allen's Hardware
- Mary's Dress Shop

Or jobs you are doing (use a mix of jobs reflecting the employers you are writing to and the job types you are pursuing)

- Lawyer
- Accountants
- Retail clerks
- Bakers
- Hospitality clerks
- Roofers
- Truck drivers
- Assembly Packaging
- Health care assistant

**3. Body of the letter: *fifth section – the close and call to action***

You must ask the employer to do something, to take some action or the letter is too passive and gives no direction.

**Example**

**You will not be doing a follow-up call with the employer as part of the marketing effort, unless prompted by the employer.**

Please take a look at our website ([www.organizationnameishere.com](http://www.organizationnameishere.com)) to see a complete list of services we offer and employers who currently work with us. I can be reached at 503-444-5555 if you would like to call or send me an email at [allen@organizationnameishere.com](mailto:allen@organizationnameishere.com) with your name and telephone number and I will call you.

**Example**

**You will be doing a follow-up call with the employer as part of the marketing effort.**

Please take a look at our website to see a complete list of services we offer and employers who currently work with us. The website is [www.organizationnameishere.com](http://www.organizationnameishere.com). I will be following up with you in the next two weeks. If you would like to be in touch before that call me at 503-444-5555 or send an email to [allen@organizationnameishere.com](mailto:allen@organizationnameishere.com). I look forward to speaking with you.

#### 4. The signoff and signature

I tend to use ‘Sincerely,’ but ‘Yours truly’ or ‘Respectfully’ are also appropriate. Sign your name in blue ink and put your title under your name. Make sure your title is self-explanatory. If you are unsure ask a friend who is not in this business if they know what your title means. If they can't figure out what your title means, consider changing the title.

##### Example

Sincerely,

Allen Anderson  
President

#### 5. The Postscript:

This is the p.s. at the end of the letter. It reinforces a key point made within the body of the letter. It is almost always read as the third item before the reader reads the entire letter. The reader tends to read the first line, first, the signature, second and the p.s. third and if everything is interesting the rest of the letter.

##### Example

p.s. *organization name's* employment services are free to employers for as long as you would like to use them. Get more benefits from your tax dollars by taking advantage of *organization name's* free service.

#### Final comments

Try to keep the letter to two pages and do not worry about making a single sheet double sided. Use real stamps as opposed to machine stamps if possible. Hand addressing the envelope will almost always get the letter read, but may be overkill in these circumstances. Expect only a 1% return rate of responses based on your letter. If you are getting higher than this you have done something right in the letter and it should be repeated. Always respond promptly to enquiries that result from your letters.

Good luck with your letter writing efforts!