

[Your Name]  
[Your Position]  
[Your Company Name]  
[Address Line 1]  
[Address Line 2]  
[City, State ZIP]  
[Email Address]  
[Phone Number]

[Date]

[Recipient Name]  
[Recipient Position]  
[Recipient Company Name]  
[Recipient Address Line 1]  
[Recipient Address Line 2]  
[Recipient City, State ZIP]

## **Subject: [Brief Proposal Subject]**

Dear [Recipient Name],

### **1. Introduction**

[Briefly introduce your company and state the purpose of the letter and proposal.]

### **2. Problem Statement / Need**

[Describe the needs or problems faced by the recipient that your company can address.]

### **3. Proposed Solution**

[Clearly explain your proposed product/service/solution and how it addresses the recipient's needs.]

### **4. Benefits**

[Highlight the advantages and value the recipient will receive.]

### **5. Approach and Timeline**

[Outline the steps/process, key milestones, and estimated timeline.]

### **6. Pricing & Terms**

[Provide cost estimates, pricing model, and key terms (if applicable).]

### **7. Next Steps**

[Suggest further action or request a meeting/call for discussion.]

Thank you for considering our proposal.

I look forward to your response.

Sincerely,

[Your Name]  
[Your Position]  
[Your Company Name]  
[Optional: Enclosures / Attachments]

