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**SAMPLE**

Ms. Sarah Jones  
Editorial Director  
ABCD Media Company  
100 Main Street  
Anytown, PA 00000

January 2, 2012

Dear Ms. Jones:

**What will be the #1 topic on your readers' minds this year? Job stability!**

Whether your reader is in career transition (laid off, downsized, unemployed), underemployed (not enough challenge, growth or compensation), or fully employed (but dissatisfied), **Ford R. Myers**, President of *Career Potential, LLC* a career consulting and executive coaching firm, can be your leading source for information regarding:

- **Current career trends** – (see the following press release: “The 2008 Outlook for Senior-Level Executives: Proceed With Caution”)
- **Career coaching** – making the right career and job choices, best interviewing techniques, preparing for the transition, goal-setting, and so much more!
- **Helpful career tips** – to increase salary, look for a new position, or get that promotion even in a bad economy, just to name a few!

Since 1992, Ford R. Myers has been providing customized services in career consulting, executive coaching, corporate outplacement, and career assessment. His firm's mission is: **to help individuals take charge of their careers, create the work they love, and earn what they deserve!** Clients include senior executives and management professionals who are in transition, and who are committed to maximizing their career success.

**Ms. Jones, could your readers benefit from a feature or series of articles relating to job stability and career success – even trends in the career consulting industry?** Let's talk! I will give you a call within the next few days to discuss how we can work together to provide your readers with the information they need to make the most out of their careers.

Cordially,

Ford R. Myers  
President

P.S. Ask your colleagues and friends: Isn't job stability one of the foremost topics on their minds? Establish your publication, your column, and yourself as the leader on this most important topic.

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