Dear (NAME),  
  
My name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_. I am a certified \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and (or just) owner of  
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.com is a \_\_\_\_\_\_\_\_\_\_\_\_\_ devoted

to creating lasting and effective change in the industry.

Allow me to offer you a copy of my #1 best selling book \_\_\_\_\_\_\_\_\_\_\_\_\_\_ that teaches\_\_\_\_\_\_\_\_\_\_ and shows how I was able help other to accomplish \_\_\_\_\_\_\_\_\_\_\_\_\_.  
  
In addition to the \_\_\_\_\_\_\_\_\_ work that I do I have also been a consultant for  
\_\_\_\_\_\_\_\_\_\_\_, an organization that provides \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for  
the \_\_\_\_\_\_\_\_\_\_\_\_\_. I have also been featured in \_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_ as an expert in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Occasionally my industry is in the news for \_\_\_\_\_\_\_\_\_\_\_\_ and you may find yourself in need of an expert to discuss \_\_\_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_\_\_\_. I would like to offer my services as a guest expert for your station (or \_\_\_\_\_\_\_ ).

[The above paragraph is also a great place to give examples of HOW your business/expertise has been in the news lately – show them the value of knowing and working with you]

I have an extensive travel and consulting (or whatever) schedule but have some available time this week to have an initial call with you or whoever you think is best to see if I can be of service to your \_\_\_\_\_\_\_\_\_\_\_ (radio station/TV)  
  
If you feel that someone else at your station should speak to me then please pass this letter on to them and let me know how we can best work together.  
  
Sincerely,  
  
  
Rob Kosberg

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
  
www.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.com  
561.315.1222  
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