[Your Name/Agency Name]
[Your Address]
[City, State, Zip Code]
[Phone Number]
[Email Address]

[Date]

[Prospect Name]
[Prospect Title]
[Business Name]
[Business Address]
[City, State, Zip Code]

Dear [Prospect Name],

Operating a business in today's environment requires more than just hard work; it requires a robust strategy to protect your assets from unforeseen liabilities. I am writing to introduce you to our Comprehensive Commercial General Liability (CGL) solutions, specifically designed to safeguard businesses like [Business Name].

Our coverage provides a critical layer of defense against the most common risks facing your industry, including:

- **Bodily Injury:** Protection against claims for injuries sustained by third parties on your premises.
- **Property Damage:** Coverage for damage caused to someone else's property resulting from your business operations.
- **Personal and Advertising Injury:** Defense against claims of libel, slander, or copyright infringement.
- **Products-Completed Operations:** Liability protection for damages caused by your products or completed services.

Generic policies often leave dangerous gaps in coverage. Our team specializes in reviewing existing policies to identify vulnerabilities and tailoring CGL limits that align with your specific risk profile and growth objectives.

I would appreciate the opportunity to provide a brief, no-obligation assessment of your current coverage to ensure you are fully protected. I will follow up with your office next week to see if we can schedule a ten-minute introductory call.

Thank you for your time and for all you do for our local business community.

Sincerely,

[Your Signature]

[Your Printed Name]
[Your Title]