

[Date]

[Customer Name]

[Address]

[City, State, Zip Code]

Dear [Customer Name],

Thank you for being a valued customer of [Current Company/Service Name]. As we have worked together on your [Current Service, e.g., home insurance/accounting], I noticed that you are successfully running your business right from your home.

Operating a home-based business brings unique challenges that standard [Current Service Type] policies or packages may not fully cover. To help you protect your growth and streamline your operations, I would like to introduce you to [New Product/Service Name].

Specifically designed for home-based entrepreneurs like you, this solution offers:

- [Benefit 1: e.g., Coverage for professional equipment]
- [Benefit 2: e.g., Liability protection for visiting clients]
- [Benefit 3: e.g., Data breach and cyber security tools]

Because you are already a [Current Company Name] client, you are eligible for a [Percentage]% discount if you add this protection to your existing account before [Expiration Date].

I would love to schedule a brief five-minute call to see if this is a good fit for your business goals. Are you available on [Day] at [Time]?

I look forward to helping your business thrive.

Best regards,

[Your Name]

[Your Title]

[Phone Number]

[Email Address]