

SAMPLE: Keep-in-touch customer letter (generic version, text only)

Dear Xxxx,

[*Company*] was founded in the summer of 2000, following the abrupt closure of [*organization*]. While my company has done very well, my schedule has adapted more and more toward freelance work across the United States. Unfortunately, this means I have frequently been working out of state — often for weeks or more at a stretch.

This year I was determined to bring balance to family, friends and workplace by signing on with a firm full-time. Through a recent freelancing engagement, I was very fortunate to have the opportunity to join [*new company and division*]. **In my new position as [*title*], I will be heading up a team of highly skilled professionals who strive for unified goals** — not without a touch of humor!

Headquartered in [*city, state*], [*new company*] is a [*company description and affiliation*] that has two lines of business. [*New company*] offers production services for commercial clients and develops [*product/service*] through its [*city*] office.

I'll be relocating to [*city*] and starting at [*company*] in [*month, year*]. However, by prior arrangement, **I don't have to lose you as a client!** For a period of one year — April 200X to April 200X — you can receive from me and the team at [*company*] the same top-quality work with the same fee structure you've always enjoyed with my organization.

In addition, by continuing to bring business to me, you can also benefit from related capabilities offered by [*new company*]. With the exception of [*services*], you are eligible for services from the various divisions of [*company*] at my customary rates from April 200X to April 200X.

Owning and operating [*company*] has truly been satisfying. The decision to make this move emerged from a lot of soul-searching. However, the change is for the best, and I'm looking forward to the spectacular opportunities presented by my new position in [*city*].

I'm hoping you'll take advantage of my offer of continued business. Please don't hesitate to contact me at any time using the contact information on my website ([*URL*]). After April 15 you can also reach me by email at [*email address*].

I will definitely miss [*state*]. I've thoroughly enjoyed living and working here. Thanks to cyberspace, I won't have to miss you as well!

Sincerely,

[*Name*]

[*Company*]

P.S. Remember, you can still benefit from my work — and I'm only a quick email away. **Keep in touch!**