

Dear Paul,

I wanted to write to you directly and in a private and confidential way. We haven't met. My name is *[your name]* and I have spent my career working for *[who you work for now, or most recently]* and I'm currently *[your current or last role, responsibilities and some recent successes]*.

I am 42 and it's time for me to acquire a business of my own. I have researched the *[specific]* sector and your business is of interest to me. I am very interested in the *[specific]* sector and I have a personal interest in the *[something specific that hooks into what the business does]*. I *[whatever the hook is]* frequently and this passion, combined with the *[specific]* sector I know very well has brought me to you.

N

I am particularly impressed with *[list 2-5 items you really like about the business, it's customers]*

- 1
- 2
- 3
- 4
- 5

N

I also *[identify something specific you know about the owner]* and felt compelled to write and introduce myself.

I will follow up this letter with a call in the next few days. I would appreciate an exploratory conversation and to meet you in person. Alternatively, please call me at your convenience on xxx-xxx-xxxx.

Yours sincerely,
[You]