

[Your Company Letterhead]

[Date]

[Brand Ambassador's Name]

[Brand Ambassador's Address]

[City, State, Zip Code]

Dear [Brand Ambassador's Name],

Subject: Performance Evaluation

I hope this letter finds you well. As part of our ongoing commitment to recognize and enhance the contributions of our team members, we have conducted a performance evaluation of your role as a Brand Ambassador.

Below are the key areas we assessed:

1. **\*\*Engagement and Enthusiasm\*\***
  - [Specific example of engagement]
  - [Impact of enthusiasm on brand perception]
2. **\*\*Brand Representation\*\***
  - [Examples of successful brand representation]
  - [Feedback from customers or clients]
3. **\*\*Sales Metrics\*\***
  - [Sales data comparison]
  - [Trends in performance over the evaluation period]
4. **\*\*Social Media Presence\*\***
  - [Growth in followers or engagement rates]
  - [Examples of effective campaigns]
5. **\*\*Personal Development\*\***
  - [Skills developed or training completed]
  - [Contribution to team goals]

We appreciate your hard work and dedication to our brand. Based on this evaluation, we encourage you to continue building on your strengths and work on areas for improvement. Please feel free to reach out to discuss your performance further or to set goals for the next evaluation period. Thank you for your contributions and commitment to our brand.

Sincerely,

[Your Name]

[Your Position]

[Your Company]

[Contact Information]