

[Your Name]
[Your Position]
[Your Company]
[Your Address]
[City, State, Zip]
[Email Address]
[Phone Number]
[Date]
[Lead's Name]
[Lead's Address]
[City, State, Zip]

Dear [Lead's Name],

I hope this message finds you well! My name is [Your Name], and I am [Your Position] at [Your Company]. I wanted to take a moment to introduce myself and extend my services to you.

At [Your Company], we specialize in [briefly describe your services/products]. Our goal is to provide [mention the benefits of your services] to clients like you.

I understand that you are looking for [mention lead's potential needs or goals], and I believe we can assist you in achieving your objectives. Please feel free to reach out to me at [Your Phone Number] or [Your Email Address] if you have any questions or if you'd like to set up a time to chat. I am looking forward to the opportunity to work together!

Best regards,

[Your Name]
[Your Position]
[Your Company]