

[Your Name]  
[Your Address]  
[City, State, Zip Code]  
[Email Address]  
[Phone Number]  
[Date]

[Recipient's Name]  
QVC, Inc.

[Recipient's Address]  
[City, State, Zip Code]

Dear [Recipient's Name],

I hope this letter finds you well. My name is [Your Name], and I am excited to present an innovative idea that I believe would be a perfect addition to QVC's diverse lineup of products.

[Introduce your product idea briefly, highlighting its unique features and benefits. Explain why it would appeal to QVC's audience.]

What sets my product apart is [mention any unique selling proposition or market potential]. I am confident that QVC viewers will be captivated by [specific aspects of the product or idea that resonate with the QVC demographic].

To further illustrate the product's appeal, I have [mention any prototypes, pilot programs, or endorsements that lend credibility]. I believe that with QVC's powerful marketing reach and dedication to quality, we can create a successful partnership that benefits both parties.

I would love the opportunity to discuss this idea further. I am available for a call or meeting at your earliest convenience and can provide additional materials as needed. Thank you for considering this pitch, and I look forward to the possibility of working together to bring this idea to life on QVC.

Warm regards,

[Your Name]