

# Sample Pitch Letter

## *Sample Pitch:*

Subject: Product Submission for Jane Smith: The XYZ Toy helps toddlers read faster!

Dear Jane:

I'm writing to introduce you to XYZ Toy. It's the only toy on the market that guarantees to help a toddler begin reading faster.

The product came out in June 2009 and is available in Target and Walgreen stores across the U.S. – and it can be purchased on Amazon.com and our website, XYZ.com. MSRP is \$49.95.

Your readers will find XYZ Toy interesting because:

1. Unique selling point one
2. Unique selling point two
3. Unique selling point three

Would you be interested in receiving a sample to try – potentially for review in the “Cool Toys” section of *Parenthood* magazine? If yes, where I should send the sample?

Please note that I've attached a low-res image. More images and information can be found at XYZ.com. I'm also happy to send you any additional information about XYZ Company or additional facts about the XYZ Toy.

Thank you for your kind consideration.

Sincerely,  
Your Name  
Company Name  
Phone  
Email  
Website

# Sample Pitch Letter

## *Sample Follow Up Pitch:*

Subject: Follow up with Jane Smith regarding XYZ Toy - XYZ helps toddlers read faster!

Dear Jane:

Two weeks ago I emailed you information about XYZ Toy, the only toy on the market that guarantees to help a toddler begin reading faster.

I know you're busy and get lots of pitches so you may not have had the chance to get back to me; however, I would still like to send you a sample to trial – would that be okay?

As mentioned, XYZ Toy was just released in June 2009 and is available nationwide in Target and Walgreen stores for \$49.95.

Your readers will find XYZ Toy interesting because:

1. Unique selling point one
2. Unique selling point two
3. Unique selling point three

Thank you again for your kind consideration. I look forward to your feedback.

Sincerely,  
Your Name  
Company Name  
Phone  
Email  
Website