

FREE TEMPLATE COLLECTION

Business Letter Templates

Copy, customize, and send with confidence.

For leaders, owners, and HR teams.

Leadership-Tools.com

Real Tools for Real Leaders. Free.

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Every template includes when to use it, the leadership move behind it, quick tips, a universal letter and email, and worked examples for the most common situations. Blue fields show what to replace.

Introduction

Smart leaders learn from the best practices of others. This free collection gives you proven **business letter templates** you can adapt to almost any situation, so you are not starting from a blank page.

This collection was built to help owners and leaders handle professional correspondence on a wide range of subjects, with less second-guessing and greater consistency.

Good leaders know the value of getting things in writing, so there is a clear record of what two parties agreed to. Written communication also helps you affect change, and because of potential legal issues, solid documentation is one of the simplest ways to limit risk to the business.

Whether written or face-to-face, you cannot overstate the importance of effective communication.

Letter, Email, or Conversation?

Before you reach for a template, choose the right approach. The wrong one can turn a small issue into a bigger one.

PICK THE APPROACH FIRST

- Start with a conversation when the matter is personal, emotional, or easy to misread in writing. Use the letter afterward to confirm what you agreed.
- Send an email for most routine, low-risk messages, where speed matters and the thread is record enough.
- Use a printed letter when you need a formal record, an external touch, or a signature, for offers, terminations, demands, and notices.

Note: Loop in HR or legal before sending anything tied to discipline, pay, medical issues, or a legal claim.

Business Letter Writing Tips

Consider these habits for effective business writing whenever you use the templates that follow.

Get to the Point

A quality business letter is short and clear. Every piece of useful information is there, organized so the reader can easily follow it. Always include a date, and note the date you receive letters too, in case you ever need to establish the timing of an event.

State the Purpose Up Front

People process a large volume of written material every day, and they are quick to discard a letter when they can't tell its purpose right away. State your purpose in the opening sentence.

Keep It Professional

Even when you want to connect personally, hold a professional tone. It keeps the line between personal and professional clear, which matters for your credibility and for legal reasons. Watch for run-on sentences, which can frustrate the reader and blur your meaning.

Always Proofread, Then Keep a Master File

Let some time pass, then return to your letter with fresh eyes before sending. Keep a file of letters that worked, and add these templates to it as a quick reference for future communication.

Apology Letter

An apology letter helps you take ownership after something goes wrong, in a way that protects the relationship and leaves a clear record. Use it to follow through on an apology, not to avoid a harder conversation.

When to Use It

An apology letter fits two common settings, and the template below adapts to both.

- **To someone outside your organization.** A customer or client let down by an error, a delay, or a product that fell short.
- **To someone inside it.** A colleague, a team member, or your manager affected by a missed commitment, a miscommunication, or a broken confidence.

*Use it to follow through on an apology you've made in person, or when you need a clear record. Skip the letter when a face-to-face apology fully settles the matter, since a letter sent in place of a conversation can **read** as managing liability instead of repairing trust.*

THE LEADERSHIP MOVE

Apologize fast, then stop explaining. Under pressure the instinct is to justify what happened, but every extra sentence of defense chips away at the apology.

Own the impact, say what you will do differently, and give the other person room to respond. A short, clean apology read as sincere does more for your credibility than a long one that reads as a defense.

Making a sincere apology is a test of character, and an example of leadership.

Quick Tips

- **Act fast.** Move quickly to remedy the situation, and prepare your apology as soon as you can.
- **Learn.** Rather than dwell on the damage, emphasize what you've learned and what you'll do differently.
- **Keep it brief.** Skip the emotional pleas. A clear, concise apology reads as authentic and heartfelt.
- **Own it.** Take full responsibility for your actions, which shows you're honest and professional.
- **Reach out.** Ask for the chance to make things right. It shows you value the relationship.

BEFORE YOU SEND

If the mistake hurt someone personally, lead with the conversation and let the letter follow.

If there is any legal exposure, a refund dispute, an injury, or a contract claim, loop in the right person before this goes out.

Letter Version

Copy the text below onto your letterhead, then replace each **blue field**. Italic blue notes are guidance, not text to send.

[For a formal or external apology, use your letterhead and the address block below. For an internal or personal note, skip the address block and open with the recipient's first name.]

[Sender Name]

[Sender Street Address]

[City, State, ZIP Code]

[Date]

[Recipient Name]

[Recipient Title/Position]

[Organization Name]

[Recipient Street Address]

[City, State, ZIP Code]

Dear [Name of Recipient],

Please accept my sincere apology for [briefly describe the error]. I take responsibility for it, and I understand the impact it had on you.

[Note what you've done to correct the error, and any way you're making it right. If you're apologizing on behalf of your organization, say so here.]

I value our working relationship, and I'll do everything I can to make sure this is not repeated.

Thank you for your patience. If you'd like to talk this through, you can reach me at [Phone Number] or [Email Address].

Sincerely,

[Sender Name]

[Sender Title]

Tip: for a printed letter, hand-sign your name in blue ink above your typed name. It signals the note is personal.

Email Version

Same message, built for the inbox. No address block, a subject line, and a little tighter.

Subject: Apology for [briefly describe the error]

Hi [Name of Recipient],

I want to apologize for [briefly describe the error]. I take full responsibility, and I'm sorry for the impact it had on you.

[One sentence on what you've done to fix it, and how you're making it right.]

I'll make sure this doesn't happen again. Thank you for your patience. If you'd like to talk it through, I'm at [Phone Number] or [Email Address].

Sincerely,

[Sender Name], [Sender Title]

Worked Examples

Two ways the template looks once it's filled in. The external one stays formal; the internal one drops the address block and uses a first name.

WORKED EXAMPLE: TO A CUSTOMER

Dear Ms. Alvarez,

Thank you for your patience after the problem with your order last Friday. On behalf of everyone at Riverside Catering, I'm sorry the food arrived nearly an hour late for your team's luncheon. That isn't the experience we want you to have, and I understand it put you in a tough spot in front of your guests.

We've already changed how we handle Friday deliveries, so an order like yours is confirmed the night before and dispatched with a backup driver on call. To make this right, your next order is on us, up to the value of Friday's invoice.

Thank you again for giving us the chance to recover. I'd welcome the opportunity to serve your team again, and to do it the way we should have the first time. If you'd like to talk, you can reach me directly at (541) 555-0148 or james@riversidecatering.com.

Sincerely,

James Park, Owner, Riverside Catering

WORKED EXAMPLE: TO A TEAM MEMBER

Dear Jordan,

I owe you an apology for how I handled the budget review on Tuesday. Cutting you off in front of the team, and pushing back the way I did, wasn't fair to you, and it wasn't the example I want to set. You had done the work, and you deserved the room to make your case.

If I disagree with your recommendation in the future, I'll raise it with you directly first, not in the middle of a group meeting. I've also asked the team to look at your proposal again on its merits at our next session.

Thank you for your patience with me on this. I value what you bring, and I want you to feel you can speak up without being undercut.

Best,

Dana Reyes

Appreciation Letter

An appreciation letter recognizes someone's contribution in a way that lasts. A few minutes of specific, genuine recognition does more for loyalty and morale than almost anything else a leader writes.

When to Use It

An appreciation letter fits wherever recognition is earned, and the template below adapts to each instance.

- **To an employee or team member.** Recognizing a specific contribution, effort, or result.
- **To a client or customer.** Appreciating their business or an ongoing partnership.
- **To a peer or partner.** Acknowledging support or collaboration that helped you.

Use the Thank You letter for a discrete act, gift, or favor. Appreciation is for recognizing meaningful contribution and value, most often in the people you lead.

THE LEADERSHIP MOVE

Be specific, or don't bother. "Great job" is forgettable. "The way you caught the billing error before it reached the client" is not, because people repeat what they see noticed. Name the exact action and its impact.

Let it stand alone. Don't fold a correction or a new request into a thank-you. The moment appreciation carries a "but," it stops being appreciation, and the "but" is the part they remember.

Appreciation is a wonderful thing. It makes what is excellent in others belong to us as well.

- Voltaire

Quick Tips

A few habits that make recognition land.

- **Be specific.** Name the exact action and the difference it made. Specifics make it believable.
- **Be prompt.** Send it soon after the moment, since recognition fades the longer you wait.
- **Be genuine.** Skip the flattery and the over-the-top language. Honest and plain lands better than gushing.
- **Make it personal.** Address one named person, and hand-write it or add a handwritten line when you can.
- **Keep it short.** A few sincere sentences beat a long letter the reader skims.

BEFORE YOU SEND

Make sure the recognition is accurate and earned. Praising the wrong thing, or crediting the wrong person, does more harm than saying nothing.

Decide whether public or private fits the person. Some value a quiet note far more than a spotlight.

Letter Version

Copy the text below onto your letterhead, then replace each **blue field**. Italic blue notes are guidance, not text to send.

[For a formal or external note, use your letterhead and the address block below. For an internal note to someone on your team, skip the address block and open with their first name.]

[Sender Name]

[Sender Street Address]

[City, State, ZIP Code]

[Date]

[Recipient Name]

[Recipient Title/Position]

[Organization Name]

[Recipient Street Address]

[City, State, ZIP Code]

Dear [Name of Recipient],

I want to recognize [briefly describe the contribution]. *[Add the specific detail: what you saw, and the difference it made.]*

[Say what it meant, to you, the team, or the organization, and keep it concrete.]

Thank you for the effort and the care you put into this. It hasn't gone unnoticed, and I'm grateful for it.

Sincerely,

[Sender Name]

[Sender Title]

Tip: for a printed letter, hand-sign your name in blue ink above your typed name. It signals the note is personal.

Email Version

Same message, built for the inbox. No address block, a subject line, and a little tighter.

Subject: Thank you for [briefly describe the contribution]

Hi [Name of Recipient],

I want to recognize [briefly describe the contribution]. *[One specific detail: what you did, and the impact it had.]*

It made a real difference, and it hasn't gone unnoticed. Thank you for the effort and care you put into it.

With appreciation,
[Sender Name], [Sender Title]

Worked Examples

Two ways the template looks once it's filled in. The internal one drops the address block and uses a first name; the external one stays formal.

WORKED EXAMPLE: TO A TEAM MEMBER

Dear Priya,

I want to recognize how you handled the Henderson account last week. When their launch date moved up with barely a week's notice, you reworked the whole delivery schedule, kept the team steady, and got it done without dropping quality. I know how many long hours that took.

That account is one of our most important, and the way you steadied it protected a relationship we've spent two years building. It didn't go unnoticed.

Thank you, Priya. I'm glad you're on this team.

Best,

Marcus Bell

WORKED EXAMPLE: TO A CLIENT

Dear Ms. Coleman,

As we close out another year, I want to recognize what your partnership has meant to us at Brightline Supply. You've been a client for nearly a decade, and in that time you've been generous with your feedback, steady through the busy seasons, and a genuine pleasure to work with.

Relationships like ours are the reason this business is what it is. Thank you for your loyalty, and for making our work better with your candor.

We're grateful for you, and we look forward to many more years together.

Sincerely,

Paul Whitfield, Owner, Brightline Supply

Collection Letter

A collection letter asks for money you're owed, in a way that protects both the payment and the relationship. The goal isn't to win an argument. It's to get paid while keeping a customer you'd still like to keep.

When to Use It

A collection letter works in steps. Send the lightest touch that will do the job, and escalate only when it doesn't. This template gives you the two that matter most.

- **Payment reminder.** An invoice is recently past due, and a friendly nudge is likely all it takes.
- **Final demand.** Earlier notices have gone unanswered, and you need to state a firm deadline and the consequence.

For a dispute about quality or service rather than payment, use the Complaint letter.

THE LEADERSHIP MOVE

Leave emotion at the door. You rarely know why someone is behind: a medical bill, a lost job, a bad month, etc. A non-judgmental letter will successfully collect more than an angry one. Treat it as a job to do professionally, not a verdict you need to deliver.

Put the firmness in the facts. The amount, the original terms, the deadline, and the consequence do the bulk of the work. Escalate predictably, each notice a notch firmer, and never make it personal.

Collecting accounts receivable is a necessary practice no one enjoys, so it's important to do it with compassion and respect.

Quick Tips

A few habits that keep collection efforts effective and fair.

- **Get to the point.** State what's owed, the original terms, and the date up front.
- **Stay non-judgmental.** Never assume why someone is late. Pursue the payment, not the person.
- **Invite a reply.** Ask them to contact you whether or not they can pay. Open lines resolve most of these.
- **Stay open to a plan.** A smaller payment over time, or a discount for paying in full, beats a standoff.
- **Escalate in steps.** If one letter doesn't land, the next is firmer, but never harsher in tone.

BEFORE YOU SEND

Debt collection is regulated. For consumer debt, the federal FDCPA and state laws govern what you can say, when you can make contact, and what you can state as consequences, so never threaten an action you aren't fully prepared to take.

Get every number and date exactly right, since an error in a demand letter weakens it later. And before a final demand, or before handing the account to a collection agency or attorney, involve your own counsel.

Version 1: Payment Reminder

Send this first, when an invoice is recently past due. Warm, brief, and easy to respond to.

Letter Version

Replace each **blue field**. Italic blue notes are guidance, not text to send.

[For a formal record, use your letterhead and the address block below. For a quick nudge, the email version is often enough.]

[Sender Name]

[Sender Street Address]

[City, State, ZIP Code]

[Date]

[Recipient Name]

[Organization Name]

[Recipient Street Address]

[City, State, ZIP Code]

Dear [Name of Recipient],

I hope you're enjoying [the product or service]. Our records show that invoice [invoice number], for [amount], was due on [due date] and is now [number] days past due.

This is likely just an oversight. If your payment is already on its way, thank you, and please disregard this note. If not, you can pay by [payment method or link], or simply reply and we'll sort out the details together.

If anything is making payment difficult right now, let me know. We're glad to talk through options.

Please send [amount] by [new date] to bring the account current. Thank you for your prompt attention.

Sincerely,

[Sender Name]

[Sender Title]

Email Version

Subject: Friendly reminder: invoice [invoice number] ([amount])

Hi [Name of Recipient],

A quick reminder that invoice [invoice number] for [amount] was due on [due date]. It may have slipped by, it happens.

If it's already paid, thank you and please ignore this. If not, you can pay at [link or method], or reply if you'd like to set up a payment plan.

Could you take care of it by [new date]? I appreciate it.

[Sender Name], [Sender Title]

Version 2: Final Demand

Use this only after earlier notices have gone unanswered. Firm and specific, with the consequence stated plainly. Send it printed and by certified mail for the record.

Letter Version

Replace each **blue field**. Italic blue notes are guidance, not text to send.

[Send this printed and by certified mail, so you have proof of delivery for your records.]

[Sender Name]

[Sender Street Address]

[City, State, ZIP Code]

[Date]

[Recipient Name]

[Organization Name]

[Recipient Street Address]

[City, State, ZIP Code]

Dear [Name of Recipient],

This is a formal demand for payment of [amount], past due on invoice [invoice number] since [due date]. We have sent [number] prior notices about this balance without resolution.

To bring your account current, we must receive [amount] in full by [final due date]. Payment can be made by [methods].

If we do not receive payment by that date, we will forward this account to [a collection agency or our legal counsel] to pursue the debt, and any additional collection or legal fees may be added to the balance owed.

We would prefer to resolve this with you directly. If you are unable to pay in full, contact us at [phone] before [final due date] to discuss arrangements.

Sincerely,

[Sender Name]

[Sender Title]

Email Version

Subject: Final notice: past-due balance on invoice [invoice number]

[Name of Recipient],

This is a final notice regarding the past-due balance of [amount] on invoice [invoice number], due since [due date]. Despite [number] prior notices, the balance remains unpaid.

We must receive payment in full by [final due date]. If we do not, the account will be forwarded to [a collection agency or our legal counsel], and additional fees may apply.

To resolve this or arrange a payment plan, contact us at [phone] before [final due date].

[Sender Name], [Sender Title]

Worked Examples

The same account at two steps: a first reminder, then a final demand after it went unanswered.

WORKED EXAMPLE: PAYMENT REMINDER

Dear Mr. Dawson,

I hope the new espresso machines are working out well for the café. Our records show invoice 4471, for \$1,840, was due on May 2 and is now about three weeks past due.

This is probably just an oversight. If your payment is already in the mail, thank you, and please ignore this note. If not, you can pay online using the link on your invoice, or just reply here and we'll sort it out.

If cash flow is tight this month, let me know. We're happy to set up a short payment plan.

Could you bring the balance current by June 6? Thanks, Mr. Dawson, I appreciate it.

Sincerely,

Lena Ortiz, Accounts Manager, Westbrook Roasters

WORKED EXAMPLE: FINAL DEMAND

Dear Mr. Dawson,

This is a formal demand for payment of \$1,840, past due on invoice 4471 since May 2. We have sent three prior reminders about this balance without a response.

To bring your account current, we must receive \$1,840 in full by July 15. You can pay online, by check, or by phone using the details below.

If payment does not reach us by that date, we will forward this account to our collection agency and legal counsel to pursue the balance, and any additional collection or legal fees may be added to what is owed.

We would much rather resolve this with you directly. If you cannot pay in full, please call me at (503) 555-0182 before July 15 so we can work out an arrangement.

Sincerely,

Lena Ortiz, Accounts Manager, Westbrook Roasters

Complaint Letter

A complaint letter raises a problem and asks for a fix, in a way that gets results without hurting the relationship. A clear, factual letter gives the other side the information they need to understand your viewpoint and put things right, and it keeps you from coming across as someone who can be brushed off.

When to Use It

A complaint letter helps when something has gone wrong and you need it corrected. The same template works whether you are dealing with a company you rely on or one you may never use again.

- **To a vendor or supplier.** A product, a delivery, or a service from a company you do business with has fallen short, and you want it fixed without damaging a working relationship.
- **As a customer, to a company.** A billing error, a defective product, or poor service needs to be made right.

If the issue is money you are owed rather than a product or service problem, use the Collection letter instead.

THE LEADERSHIP MOVE

Lead with the facts and keep emotions out of it. A calm, well-documented complaint lets the person on the other end focus on solving the problem rather than reacting to your tone, so say plainly and respectfully what happened and what you want done about it.

Send the letter to someone who can fix the problem, since a complaint aimed at the wrong desk will only delay a response. Ask for a specific, reasonable remedy and a date, because a clear request is much easier to act on than a vague sense that you are unhappy.

Make no complaint you aren't willing to assist in fixing.

Quick Tips

A few habits that make a complaint more likely to land well.

- **Assume good faith.** Most mistakes are honest ones, and a letter that assumes the best tends to earn a better response.
- **Keep it to one page.** Stick to the facts of what happened, and leave judgment and emotion out of it.
- **Name the remedy.** Say exactly what would resolve the matter, and give a reasonable date for it.

- **Stay firm and respectful.** Hold your position without slipping into aggressive or accusatory language.
- **Find the right person.** Address the letter to whoever has the authority to fix the problem.

BEFORE YOU SEND

Get your facts and dates right, and attach any documentation that supports your case, such as receipts, invoices, or photos. A documented complaint is far harder to dismiss than a general grievance.

If you mention an escalation, whether that is to inform higher management, a consumer agency, a regulator, or a public review, only raise it when you are prepared to follow through. An empty threat costs you credibility, and your tone should stay professional even then.

Letter Version

Copy the text below onto your letterhead, then replace each **blue field**. Italic blue notes are guidance, not text to send.

[For a formal record, use your letterhead and the address block below. For a quick issue, the email version is often enough.]

[Sender Name]

[Sender Street Address]

[City, State, ZIP Code]

[Date]

[Recipient Name]

[Recipient Title/Position]

[Organization Name]

[Recipient Street Address]

[City, State, ZIP Code]

Dear [Name of Recipient],

I'm writing about a problem I ran into with [the product, service, or order], and I'm hoping we can sort it out quickly.

On [date], *[describe what happened: what you ordered or expected, and what went wrong]. [Note the impact, such as the cost, the delay, or the disruption it caused.]*

To put this right, I'm asking for [the specific remedy, such as a refund, a replacement, the work redone, or a corrected invoice]. I've attached [supporting documents, such as receipts, invoices, or photos] so you have the full picture.

I'd appreciate a reply by [reasonable date]. If we aren't able to resolve it by then, I may need to [escalation, such as raising it with senior management or a consumer agency], though I would much rather settle it with you directly.

You can reach me at [phone] or [email]. Thank you for looking into this.

Sincerely,

[Sender Name]

[Sender Title]

Tip: for a printed letter, hand-sign your name in blue ink above your typed name. It signals the note is personal.

Email Version

This is the same message, written for the inbox, so it skips the address block and runs a little shorter.

Subject: [brief description of the issue]

Hi [Name of Recipient],

I'm writing about a problem with [the product, service, or order] that I'm hoping we can resolve.

On [date], [briefly describe what went wrong]. [Note the impact it had.]

To put it right, I'm asking for [the specific remedy]. I've attached [any supporting documents].

Could you let me know by [reasonable date] how you'd like to resolve this? You can reach me at [phone] or [email].

[Sender Name], [Sender Title]

Worked Examples

Here's the template filled in two ways, first as a complaint to a supplier and then as a customer to a company.

WORKED EXAMPLE: TO A SUPPLIER

Dear Mr. Halloran,

I'm writing about the last two shipments from Coastal Packaging, and I'm hoping we can get things back on track quickly.

Our orders on March 4 and March 18 both arrived with a large share of the boxes crushed, around a third of each pallet. We've been a steady account for three years, so I know this isn't typical, but it has forced us to delay two of our own customer shipments.

To put this right, I'd like the damaged units replaced at no charge, and I'd like us to talk through what changed so it doesn't happen again. I've attached photos of both deliveries along with the packing slips.

Could you let me know by April 2 how you'd like to handle it? I would much rather sort this out with you directly than start looking at other suppliers.

You can reach me at (208) 555-0143 or karen@northridgegoods.com.

Sincerely,

Karen Doyle, Operations Manager, Northridge Goods

WORKED EXAMPLE: AS A CUSTOMER

Dear Customer Care Team,

I'm writing about a billing error on my account, number 55218, that I'd like corrected.

On my June statement, I was charged \$149 twice for the same monthly plan, once on June 3 and again on June 5. I have only ever had one plan, and I haven't changed it, so the second charge appears to be a duplicate.

To put this right, I'm asking for a refund of the duplicate \$149 to my original payment method. I've attached a copy of the statement with both charges circled.

I'd appreciate a response by June 30. If I don't hear back, I'll follow up with my card issuer to dispute the charge, though I would prefer to resolve it with you.

You can reach me at (415) 555-0197 or n.cole@email.com.

Sincerely,

Nathan Cole

Condolence Letter

A condolence letter tells someone who has suffered a loss that you're thinking of them and ready to help. A few sincere sentences sent soon after the loss will mean more to the person than a long, carefully worded letter that arrives late.

When to Use It

Send a condolence letter when someone you work with has experienced a death, a serious accident, or another personal loss. The person might be an employee, a colleague, a client, or a business associate, and the same brief, sincere note fits each of them. Reach out soon after you learn of the loss, even if you didn't know the person who died.

THE LEADERSHIP MOVE

Keep it short and sincere. Grief has no use for eloquence, so a few honest sentences will do more than a long, polished letter. Say that you're sorry and name the loss plainly, and let that be enough.

Offer help that's specific, and then follow through. A line like "let me know if you need anything" sounds kind but quietly hands the work back to the grieving person, so it's better to name something concrete, such as covering their projects or arranging time off, and to take care of it without being asked.

*Tragedy reaches everyone eventually,
and a leader's job in those moments is to help people through it.*

Quick Tips

A few things to keep in mind as you write.

- **Keep it brief.** The person is drained and grieving, so a few sincere sentences are kinder than a long letter.
- **Make it personal.** If you knew the person who died, name a specific quality or a small memory of them.
- **Offer concrete help.** Name something specific you'll take care of, and then do it.
- **Follow their lead on faith.** You represent the organization, so keep the default neutral and add a religious note only when you know it would comfort them.
- **Hand-write it when you can.** A handwritten note carries a warmth that a typed one can't match.

BEFORE YOU SEND

Read the note back as if you were the one receiving it, and when you're unsure of the tone, ask a trusted colleague to look it over. A condolence letter is easy to get slightly wrong, and a second reader catches what you can't.

Send it soon after you learn of the loss. If time has already passed, send it anyway, because a sincere note that arrives late is far better than none at all.

Letter Version

Copy the text below onto your letterhead, then replace each **blue field**. Italic blue notes are guidance, not text to send.

[Hand-write this when you can, on personal or company stationery. For a typed letter, use your letterhead and the address block below.]

[Sender Name]

[Sender Street Address]

[City, State, ZIP Code]

[Date]

[Recipient Name]

[Recipient Street Address]

[City, State, ZIP Code]

Dear [Name of Recipient],

I was so sorry to hear of the [death, loss, or accident] of your [relationship, such as father, wife, or colleague]. *[If you knew the person, add a sentence about a quality you admired or a memory of them.]*

Please don't carry any work worries right now. [Name something specific you will handle, such as covering their accounts or arranging time off], and I'll see that it's taken care of.

If there's anything I or [the team or organization] can do for you and your family, I hope you'll let me know. It would be our honor to help.

[Optional: if you know it would be welcome, add a personal or faith-based line of comfort here.]

You and your family are in our thoughts. Please accept our heartfelt condolences.

With sympathy,

[Sender Name]

[Sender Title]

Tip: a handwritten note, or a few handwritten lines added to a printed letter, carries a warmth that means a great deal at a time like this.

Email Version

When a letter or card isn't practical, an email is acceptable, though a handwritten note will always feel warmer.

Subject: Thinking of you

Dear **[Name of Recipient]**,

I was so sorry to hear about the **[loss]**. *[If you knew the person, add one warm line about them.]*

Please don't give work a second thought right now. **[Name something specific you will handle]**, and we'll take care of it.

If there's anything you or your family need, I hope you'll reach out. You're in our thoughts.

With sympathy,
[Sender Name], **[Sender Title]**

Worked Example

The template filled in, as a note to an employee who has lost a parent.

WORKED EXAMPLE: TO AN EMPLOYEE

Dear Daniel,

I was so sorry to hear that your mother passed away last week. I only met her once, at last year's company picnic, but her warmth was the kind you don't forget, and I know how much she meant to you.

Please don't give work a second thought right now. I've asked Jenna to cover your accounts, and your time off is fully arranged, so take whatever time you need.

If there's anything I or the team can do for you and your family, I truly hope you'll let me know. It would be our honor to help.

You and your family are in our thoughts, Daniel. Please accept my heartfelt condolences.

With sympathy,

Ellen Brooks

Congratulations Letter

A congratulations letter marks a milestone in someone's life or career and tells them their achievement was seen and appreciated. The strongest ones are specific about what the person accomplished, and they ask for nothing in return.

When to Use It

Send a congratulations letter when someone has reached a milestone worth calling out. The same template adapts across occasions, which tend to fall into two kinds.

- **A step forward.** A promotion, a new role, an award, or a goal reached, where the note looks ahead to what's next.
- **A milestone reached.** A work anniversary or a retirement, where the note looks back and honors the distance traveled.

This letter is for the milestone itself. To recognize someone's ongoing contribution, use the Appreciation letter, and to thank someone for a specific favor, use the Thank You letter.

THE LEADERSHIP MOVE

Make the recognition specific. A note that names what the person did and what it took will be more meaningful than a quick "congratulations on the promotion," because specificity is the proof that you noticed. Say what they earned and say how they earned it.

Keep the focus on them and recognize them in public when the moment allows. A congratulations is one of the few notes that asks for nothing in return, so resist turning it back toward yourself or the organization. When you can praise the achievement where others see it, you show the whole team what good work earns.

People do their best work for a leader who notices it.

Quick Tips

A few habits that make a congratulations memorable.

- **Be specific.** Name the achievement and what went into it, so the note never reads as a form letter.
- **Send it promptly.** Recognition means the most while the moment is fresh, so don't let too much time pass.
- **Keep it about them.** Center the note on the person and what they accomplished, without circling back to yourself.

- **Match the tone to the occasion.** Look ahead for a promotion and look back for a retirement or an anniversary.
- **Consider going public.** A note is personal, but a word in front of the team makes the recognition go further.

BEFORE YOU SEND

Get the details exactly right, from the person's name and the milestone to the title or the number of years, since an error in a celebration is the one that stings most. Read it once as the recipient would and make sure it would leave them feeling seen.

Keep it warm and genuine and resist the urge to overdo the praise. A few sincere, specific lines carry more weight than a paragraph of superlatives.

Letter Version

Copy the text below onto your letterhead or a card, then replace each **blue field**. Italic blue notes are guidance, not text to send.

[A handwritten card suits a congratulations well. For a typed letter, use your letterhead and the address block below.]

[Sender Name]

[Sender Street Address]

[City, State, ZIP Code]

[Date]

[Recipient Name]

[Recipient Street Address]

[City, State, ZIP Code]

Dear **[Name of Recipient]**,

Congratulations on **[the milestone or achievement]**. *[Say something specific and true about what it took, or what it means.]*

[Add a sentence of recognition tailored to the occasion. For a promotion or award, name a strength that earned it. For an anniversary or retirement, reflect on the contribution over time.]

[Close with a forward look that fits the moment, such as best wishes for the new role or for the next chapter.]

Congratulations again. It's well deserved.

Sincerely,

[Sender Name]

[Sender Title]

Tip: a few words in your own hand on a card will outshine a longer typed letter for a moment like this.

Email Version

This is the same message, shortened for a card or a quick email. For a major milestone, a handwritten note still means more.

Subject: Congratulations!

Hi **[Name of Recipient]**,

Congratulations on **[the milestone]**! *[One specific, genuine line about what they did or what it means.]*

[A brief forward-looking or reflective close that fits the occasion.]

Well deserved, and well done.

[Sender Name], **[Sender Title]**

Worked Examples

Here's the template filled in two ways, first congratulating a promotion and then a retirement, to show the tonal range.

WORKED EXAMPLE: A PROMOTION

Dear Andre,

Congratulations on your promotion to Regional Director. I can't think of anyone who earned it more plainly.

Watching you turn around the Eastside territory this year, taking it from our weakest market to our strongest in eleven months, made this an easy decision for everyone in the room. You did it by backing your team and staying steady when the numbers were slow to move.

The bigger role suits you, and I'm looking forward to seeing what you do with it. Congratulations again. It's well deserved.

Sincerely,

Diane Mercer, VP of Sales

WORKED EXAMPLE: A RETIREMENT

Dear Margaret,

Congratulations on your retirement, after thirty-two remarkable years with Hartwell & Sons. It's hard to picture the place without you in it.

You trained half the people who now run this company, and you set a standard for care and steadiness that the rest of us have spent years trying to match. Generations of customers stayed with us because of how you treated them.

You've more than earned this next chapter, and I hope it brings you everything you're looking forward to. With gratitude and admiration, and congratulations.

Sincerely,

Paul Hartwell, President, Hartwell & Sons

Cover Letter

A cover letter introduces you and your resume to a prospective employer and gives them a reason to keep reading. A strong one is short and specific, and it speaks to what the employer needs rather than simply restating your resume.

When to Use It

Send a cover letter whenever you submit your resume for a new role. The same template covers two common situations.

- **Responding to a posted opening.** You've found a specific job posting and want to connect your background to what it asks for.
- **Reaching out without a posting.** There's no open role advertised, but you'd like to work for a particular organization and want to introduce yourself.

In both cases, the letter goes with an updated copy of your resume, it does not replace it.

THE LEADERSHIP MOVE

Lead with what you can do for the employer. What value can you offer? The person reading is trying to solve a problem, so open by connecting your strengths to their need, and let your interest in the role show through in how well you understand it.

Prove your value with a specific result. One sentence about a problem you solved or a goal you achieved does more than a paragraph of self-description, and it gives the reader a concrete reason to turn to your resume.

A cover letter earns its keep when it makes the reader want to learn more about you.

Quick Tips

A few habits that set a cover letter apart.

- **Research the role.** Understand what the employer needs before you write a word, then address those needs clearly in the letter.
- **Lead with their needs.** Make it easy to see how you solve the problem they care about most.
- **Prove it with an example.** Name a specific result you delivered, so the claim is well supported.
- **Tailor every letter.** One size doesn't fit all employers, so personalize each letter to the specific role.

- **Offer something extra.** Mention that references are available. Set yourself apart by offering to share past performance reviews, which are written by prior supervisors.

BEFORE YOU SEND

Set the letter aside, then read it again once some time has passed, and have someone you trust proofread it too. A typo or a grammar slip on a cover letter is one of the fastest ways for it to land in the discard pile.

Keep it to a single page, and match it to the specific role each time. A letter that reads as generic tells the employer you sent the same version to everyone.

Letter Version

Copy the text below onto your letterhead, then replace each **blue field**. Italic blue notes are guidance, not text to send.

[Use your letterhead, or a clean header with your name and contact details. Send this with your resume.]

[Sender Name]

[Sender Street Address]

[City, State, ZIP Code]

[Date]

[Recipient Name]

[Recipient Title/Position]

[Organization Name]

[Recipient Street Address]

[City, State, ZIP Code]

Dear [Name of Recipient],

I'm writing to apply for the [job title] role at [Organization Name]. *[Note where you saw it, or, if there's no posting, why you're reaching out to this organization in particular.]*

In my [number] years in [industry or field], I've focused on [the area most relevant to this role]. *[Give one specific result you delivered: a problem you solved, a number you moved, or an outcome you led.]*
I'd bring that same focus to what you're working on at [Organization Name].

My resume has the full picture of my background, and I'd welcome the chance to talk about how I can help. *[If you have them, add that references or past performance reviews are available on request.]*

You can reach me at [phone] or [email]. Thank you for your time and consideration, and I look forward to hearing from you.

Sincerely,

[Sender Name]

[Sender Title]

Tip: for a printed letter, hand-sign your name in blue ink above your typed name. It signals the note is personal.

Email Version

This is the same letter, sent as an email or pasted into an application form, with the address block dropped.

Subject: Application for [job title]

Dear [Name of Recipient],

I'm writing to apply for the [job title] role at [Organization Name]. *[Where you saw it, or why you're reaching out.]*

In my [number] years in [field], I've focused on [the most relevant area]. *[One specific result you delivered.]* I'd bring that same focus to your team.

My resume is attached, and I'd welcome the chance to talk. You can reach me at [phone] or [email].

Thank you for your time and consideration.

Sincerely,

[Sender Name], [Sender Title]

Worked Examples

Here's the template filled in two ways, first as a reply to a posted opening and then as a letter to a company with no opening advertised.

WORKED EXAMPLE: RESPONDING TO A POSTING

Dear Ms. Tran,

I'm writing to apply for the Operations Manager role at Cedar & Vine, which I saw on your careers page. The job's focus on tightening fulfillment as you scale is exactly the kind of work I enjoy most.

In my eight years in logistics and operations, I've specialized in fixing delivery bottlenecks. At my current company, I redesigned our warehouse routing and cut average order turnaround from four days to one, while order volume grew by half. I'd bring that same focus to the growth you're managing at Cedar & Vine.

My resume has the full picture, and I'd welcome the chance to talk about how I can help. I'm also glad to share references or recent performance reviews on request.

You can reach me at (312) 555-0166 or r.okafor@email.com. Thank you for your time and consideration, and I look forward to hearing from you.

Sincerely,

Rachel Okafor

WORKED EXAMPLE: REACHING OUT WITHOUT A POSTING

Dear Mr. Delgado,

I've admired Brightpath Learning's work in adult literacy for years, and I'm reaching out to introduce myself in case you're building out your program team. I don't see an open role posted, but I'd welcome the chance to be considered if one opens.

I've spent the last decade designing community education programs, most recently leading a workforce-readiness course that grew from 40 students to more than 300 and placed two-thirds of its graduates in jobs within six months. Brightpath's mission lines up closely with the work I care about, and I believe I could help you reach more learners.

I've attached my resume, and I'd be glad to talk whenever it's convenient. References and past reviews are available on request.

You can reach me at (503) 555-0124 or t.bauer@email.com. Thank you for considering me, and I hope we can connect.

Sincerely,

Thomas Bauer

Donation Request Letter

A donation request letter asks someone to support a cause you believe in, and gives them a clear reason to say yes. The strongest ones are specific about what you need and about the difference a gift will make.

When to Use It

Send a donation request when you're raising money for a cause and need to ask others to contribute. The same template adapts to two common situations.

- **A returning donor.** Someone has given before, and you can build on that relationship by acknowledging their past generosity.
- **A first-time ask.** You're approaching someone new, whether an individual or a local business, and need to make the case from the ground up.

The template handles both, with a line you can add to recognize a past gift when there is one.

THE LEADERSHIP MOVE

Be specific, and make it easy to say yes. Name the exact amount you're asking for, and say plainly what it will fund and how the donor can give. A clear, concrete request earns far more than a general appeal for support.

Ask with confidence, and never apologize for asking. When you sound apologetic, you signal that you don't fully believe in the cause yourself, and the donor takes that cue from you. Show them the difference their gift will make, and trust them to decide.

How you ask matters as much as how much you ask for.

Quick Tips

A few habits that make a request more likely to succeed.

- **Make it personal.** Introduce yourself and say why this cause matters to you, since people give to people.
- **Be specific in the ask.** Name the amount and exactly what it will fund, so the donor knows what you need.
- **Offer something in return.** When it fits, recognize donors or thank them in a way that feels genuine rather than transactional.
- **Respect their time and their answer.** Keep the request brief, and take a no graciously, with the door open for next time.

- **Make giving effortless.** Do as much of the legwork as you can, so it's simple for the donor to say yes.

BEFORE YOU SEND

Read the letter as a donor would, and ask a colleague the honest question of whether it makes them want to give. If the answer is lukewarm, the ask or the impact isn't clear enough yet.

Check that your numbers and facts are right, from the goal and the suggested amount to where the money goes and the deadline. A donor who spots a careless error will wonder how carefully you'd handle their gift.

Letter Version

Copy the text below onto your letterhead, then replace each **blue field**. Italic blue notes are guidance, not text to send.

[Use your organization's letterhead. A printed, hand-signed letter usually feels more personal than an email for a donation ask.]

[Sender Name]

[Sender Street Address]

[City, State, ZIP Code]

[Date]

[Recipient Name]

[Recipient Street Address]

[City, State, ZIP Code]

Dear [Name of Recipient],

[Open with the cause and why it matters. For example: At our organization, we provide meals and shelter for families in need, and this year the need is greater than ever.]

[If they've given before, acknowledge it here. For example: Thanks to supporters like you, last year we were able to serve more than ten thousand meals.]

This year, we're raising [\$ goal] to [specific purpose], and I'm hoping you'll be part of it. A gift of [\$ suggested amount] would [what that specific amount accomplishes], and a gift of any size makes a real difference.

Every dollar goes directly to [where the money goes], so your support reaches [who it helps] without delay.

You can give by [how to give: online link, or check made payable to your organization] by [date]. If you have any questions, I'm glad to help at [phone] or [email].

Thank you for considering this, and for the difference your support makes.

With gratitude,

[Sender Name]

[Sender Title]

Tip: for a printed letter, hand-sign your name in blue ink above your typed name. It signals the note is personal.

Email Version

This is the same ask, shortened for email, with the address block dropped.

Subject: [a warm, specific subject, such as: Help us reach our goal for (cause)]

Dear [Name of Recipient],

[One or two sentences on the cause and the need.]

This year we're raising [\$ goal] to [purpose], and I'm hoping you'll join us. A gift of [\$ suggested amount] would [what it accomplishes], and any amount helps.

You can give at [link] by [date]. Every dollar goes straight to [where it goes].

Thank you for considering it, and for the difference you make.

With gratitude,

[Sender Name], [Sender Title]

Worked Examples

Here's the template filled in two ways, first as a renewal to a longtime donor and then as a first-time ask to a local business.

WORKED EXAMPLE: A RETURNING DONOR

Dear Mrs. Albright,

At Harbor House, we provide shelter and meals for families in our community who have lost their housing. Your support has been part of that work for years, and it matters more than ever this winter.

Thanks to donors like you, last year we kept our doors open every single night and served more than twelve thousand meals. You were a real part of that.

This year, we're raising \$50,000 to add ten more beds and extend our hours through the coldest months, and I'm hoping you'll be part of it again. A gift of \$250 would cover a family's first week with us, and a gift of any size makes a difference.

Every dollar goes directly to the shelter, so your support reaches families the same week you give.

You can give online at harborhouse.org/give, or by check made out to Harbor House, by December 15. If you have any questions, I'm glad to help at (614) 555-0188.

Thank you for considering this, and for all you've already made possible.

With gratitude,

Helen Voss, Development Director, Harbor House

WORKED EXAMPLE: A FIRST-TIME BUSINESS ASK

Dear Mr. Castellano,

I'm reaching out from the Riverside Youth League, where we run free after-school sports programs for kids across the east side. I'm hoping Castellano's Hardware might consider sponsoring our spring season.

This spring we're raising \$8,000 to cover equipment, field permits, and uniforms for 200 kids, many of whom couldn't take part otherwise. A sponsorship of \$1,000 would outfit two full teams, and we'd be glad to put your name on their jerseys and our field banner as a thank-you.

Every dollar goes straight to the season, and as a neighborhood business, your support would be visible to hundreds of local families all spring.

You can pledge by replying to this letter or calling me at (208) 555-0150, and we'd need to confirm by March 1 to have everything ready for opening day.

Thank you for considering it, and for being the kind of business that invests in this community.

With gratitude,

Lauren Pace, Volunteer Coordinator, Riverside Youth League

Employment Offer Letter

An employment offer letter puts a job offer in writing, so the person you're hiring knows exactly what they're accepting. It's the document a new hire relies on to fully understand what's being offered, which makes precision and a warm, clear tone matter.

When to Use It

Send an offer letter once you've chosen a candidate and made the offer by phone. The same template covers the two most common pay structures.

- **A salaried, exempt role.** Pay is stated as an annual figure, and the position isn't eligible for overtime.
- **An hourly, non-exempt role.** Pay is stated as an hourly rate, and the position is eligible for overtime.

The skeleton is the same for both, and only the compensation section and a note about overtime change.

THE LEADERSHIP MOVE

Put every term in writing, and leave no daylight between what you said on the phone and what they sign. The offer letter is the document a new hire relies on for clarity, so restate the title, the start date, the pay, the benefits, and the reporting line, plainly enough that there's nothing to dispute later.

Make it precise and welcoming. It's both a legal document and a new hire's first real look at how you operate. Include the at-will language and any contingencies, and have HR or counsel review it before it goes out, and even then, keep the tone warm enough that the person is glad they said yes.

Far and away the best prize that life offers is the chance to work hard at work worth doing.

- Theodore Roosevelt

Quick Tips

A few habits that make an offer land well and protect everyone involved.

- **Call first, then confirm in writing.** Make the offer by phone, then send the letter to put what you discussed on paper.
- **State any contingencies.** If the offer depends on a background check, references, or work authorization, say so and explain what's involved.

- **Give them room to decide.** Allow a couple of days to consider, and resist pressuring a quick yes, since a thoughtful acceptance tends to stick.
- **Hold the other candidates.** Don't decline other candidates until your first choice has formally accepted.
- **Keep it to the key facts.** Include the terms that matter, and leave out anything that doesn't belong in a formal offer.

BEFORE YOU SEND

Have HR or legal review the letter before it goes out, and make sure it includes an at-will statement where that applies, so the offer doesn't read as a guarantee of employment for a fixed term. Employment law varies by state, so treat this template as a starting point rather than a finished legal document.

Send the written offer right after the verbal one, give the candidate a clear date to respond by, and hold off on closing out other candidates until your first choice has signed. If the offer depends on anything, such as a background check or proof of work authorization, state it plainly so there are no surprises later.

Letter Version

Copy the text below onto your letterhead, then replace each **blue field**. Italic blue notes are guidance, not text to send.

[Send this on company letterhead, right after you've made the offer by phone. Have HR or counsel review it first.]

[Sender Name]

[Organization Name and Address]

[Date]

[Recipient Name]

[Recipient Street Address]

[City, State, ZIP Code]

Dear [Name of Recipient],

We're delighted to offer you the position of [job title] at [Organization Name]. We think you'll be a great addition to the team, and we hope you'll accept.

The key terms of the offer are below:

Start date: [day, month, and date].

Reporting to: [manager name and title].

Compensation: [for a salaried role, state the annual pay and pay schedule; for an hourly role, state the rate, the schedule, and overtime eligibility].

Benefits: [summarize the main ones, such as medical and dental coverage, paid vacation, and retirement, and note that full details are enclosed].

[If applicable: Relocation assistance of (amount), subject to the terms in the attached agreement.]

This offer is contingent on [list any contingencies, such as a background check, references, or proof of work authorization].

Your employment with [Organization Name] would be at-will, which means either you or the company may end the employment relationship at any time, with or without cause or notice. *[Adjust or remove this paragraph to match your state's law and your counsel's guidance.]*

To accept, please sign below and return this letter by [acceptance deadline]. If you have any questions, I'm glad to talk them through at [phone] or [email].

Welcome aboard, and congratulations.

Sincerely,

[Sender Name]

[Sender Title]

Accepted by: _____ Date: _____

Tip: have the new hire sign and return one copy, and keep it with their personnel file as the record of what was agreed.

Email Version

An offer is a signed document, so the email simply delivers it. This short note sends the formal letter as an attachment and asks for the signed return.

Subject: Offer of employment, [Organization Name]

Dear [Name of Recipient],

It was a pleasure speaking with you, and as promised, the formal offer for the [job title] role is attached.

It lays out the start date, the compensation, the benefits, and the other terms we discussed. Please review it, and if everything looks right, sign and return it by [acceptance deadline].

I'm glad to answer any questions at [phone] or [email]. We hope you'll decide to join us.

Congratulations again.

Sincerely,

[Sender Name], [Sender Title]

Worked Examples

Here's the template filled in two ways, first for a salaried role and then for an hourly one, so you can see how the compensation section changes.

WORKED EXAMPLE: A SALARIED ROLE

Dear Ms. Navarro,

We're delighted to offer you the position of Marketing Manager at Brightline Media. We think you'll be a great addition to the team, and we hope you'll accept.

The key terms of the offer are below:

Start date: Monday, August 4.

Reporting to: David Cho, VP of Marketing.

Compensation: \$82,000 per year, paid twice monthly. This is a salaried, exempt position.

Benefits: medical and dental coverage from your first day, three weeks of paid vacation each year, and our retirement plan after ninety days. Full details are in the enclosed summary.

This offer is contingent on a standard background check and proof of your eligibility to work in the United States.

Your employment with Brightline Media would be at-will, which means either you or the company may end the relationship at any time, with or without cause or notice.

To accept, please sign below and return this letter by July 18. If you have any questions, I'm glad to talk them through at (415) 555-0173 or d.cho@brightlinemedia.com.

Welcome aboard, and congratulations.

Sincerely,

David Cho, VP of Marketing

WORKED EXAMPLE: AN HOURLY ROLE

Dear Mr. Booker,

We're pleased to offer you the position of Warehouse Associate at Northgate Supply Co. The team enjoyed meeting you, and we'd love to have you join us.

The key terms of the offer are below:

Start date: Monday, June 9.

Reporting to: Maria Santos, Warehouse Supervisor.

Compensation: \$21.50 per hour, paid biweekly. This is an hourly, non-exempt position, so you'll earn overtime at time-and-a-half for any hours worked over 40 in a week.

Schedule: full-time, Monday through Friday, 7:00 a.m. to 3:30 p.m.

Benefits: medical and dental coverage after sixty days, and paid time off that accrues from your first day. Full details are in the enclosed summary.

This offer is contingent on a background check and proof of your eligibility to work in the United States.

Your employment with Northgate Supply Co. would be at-will, which means either you or the company may end the relationship at any time, with or without cause or notice.

To accept, please sign below and return this letter by May 30. If you have any questions, call me at (503) 555-0119.

Welcome to the team, and congratulations.

Sincerely,

Maria Santos, Warehouse Supervisor

Introduction Letter

An introduction letter opens a door, introducing you and your organization to someone you'd like to build a relationship with. The strongest ones lead with the reader's situation and ask for one small, easy next step.

When to Use It

Send an introduction letter when you want to start a new business relationship. The same template covers two common situations.

- **Introducing yourself to a prospective client.** You're reaching out to someone new, leading with a problem you understand and the value you can bring.
- **Introducing yourself in a new role.** You've taken over an account or stepped into a new position, and you're reaching an existing contact to reassure them and stay useful.

To introduce two other people to each other, you'd write a different letter, since in that situation you're the bridge between the two parties rather than the subject.

THE LEADERSHIP MOVE

Open with your knowledge about the recipient and the business. This person doesn't care about your company yet, so start by showing you understand their situation, and connect who you are to what they may need from you. A letter that leads with their problem earns more attention than one that opens with your credentials.

Ask for one small, easy next step. A first introduction isn't the place to close a deal, so request something low-friction like a short phone call or a brief meeting, and make it simple to say yes. Then follow up with patience and respect, a note every few weeks rather than every few days, so you stay in mind without becoming a nuisance.

A simple introduction can lead to a valuable business relationship that lasts for decades.

Quick Tips

A few habits that make an introduction land.

- **Get to the point.** Name the challenge the reader is facing and say plainly that you can help with it.
- **Make it about their benefit.** Explain how they gain from working with you, in terms of their business rather than yours.
- **Offer proof.** Include a brief, verifiable result or a client reference, so your claim isn't just an unsubstantiated claim.

- **Lower the risk.** Make the first step easy and low-commitment, such as a short call or a no-obligation sample.
- **Follow up with patience.** Stay in touch every few weeks rather than every few days, so you're in mind when the need arises.

BEFORE YOU SEND

Do your homework first, so the letter speaks to this specific reader and their situation rather than reading like a mass mailing. Review their website. Look for any existing connections you may have. A generic introduction is easy to spot, and just as easy to ignore so researching the business is key.

Keep it short and respectful of their time, and give them a clear, easy way to respond. The goal of a first letter is to start a conversation, so resist the urge to crowd it with everything you offer.

Letter Version

Copy the text below onto your letterhead, then replace each **blue field**. Italic blue notes are guidance, not text to send.

[Use your letterhead. A personalized letter to a named person works far better than a generic one.]

[Sender Name]

[Organization Name and Address]

[Date]

[Recipient Name]

[Recipient Title/Position]

[Organization Name]

[Recipient Street Address]

[City, State, ZIP Code]

Dear **[Name of Recipient]**,

[Open with why you're writing to them in particular. For a prospective client, name the challenge you understand they face. For a new-role introduction, note your new position and your commitment to the relationship.]

My name is **[your name]**, and I'm **[your role]** at **[your organization]**. *[In a sentence or two, say what you do, framed around the value it brings the reader.]*

[Offer proof or continuity. For a prospect, give a specific result you've delivered for a similar client. For a new role, reassure them the service they count on will continue.]

I'd welcome the chance to **[the next step, such as learn about your needs or introduce myself properly]**. Would you be open to a short call in the next week or two?

You can reach me at **[phone]** or **[email]**. *[If helpful, mention an enclosed overview or brochure.]*

Thank you for your time, and I look forward to connecting.

Sincerely,

[Sender Name]

[Sender Title]

Tip: for a printed letter, hand-sign your name in blue ink above your typed name. It signals the note is personal.

Email Version

This is the same introduction, shortened for email, with the address block dropped.

Subject: [a specific, reader-focused subject, such as: A quick idea for (their challenge)]

Dear [Name of Recipient],

[Open with the reader's situation in a sentence.]

I'm [your name], [your role] at [your organization]. *[One sentence on the value you bring, plus a specific proof point.]*

Would you be open to a short call in the next week or two? You can reach me at [phone] or just reply here.

Thank you for your time.

Sincerely,

[Sender Name], [Sender Title]

Worked Examples

Here's the template filled in two ways, first as a cold introduction to a prospect and then as a new account manager reaching an existing client.

WORKED EXAMPLE: INTRODUCING YOURSELF TO A PROSPECT

Dear Ms. Okonkwo,

Growing dental practices like yours often struggle to keep the front desk staffed and the schedule full at the same time. It's a common bind, and it's exactly what we help with.

My name is Nina Rao, and I'm the client services lead at FrontDesk Partners. We provide trained remote receptionists for small medical and dental offices, so your team can focus on patients instead of phones. Last year we helped a four-chair practice nearby cut missed calls by 80 percent and add about fifteen booked appointments a week.

I'd welcome the chance to learn how you handle scheduling now and show you what this could look like for your office. Would you be open to a fifteen-minute call in the next week or two?

You can reach me at (646) 555-0134 or nina@frontdeskpartners.com, and I've enclosed a short overview for reference.

Thank you for your time. I look forward to hearing from you.

Sincerely,

Nina Rao, Client Services Lead, FrontDesk Partners

WORKED EXAMPLE: INTRODUCING YOURSELF IN A NEW ROLE

Dear Mr. Harmon,

I'm writing to introduce myself as the new account manager for your work with Meridian Logistics. I've taken over from Janet Pruitt, who has moved into a new role, and I want you to know your shipments are in good hands.

My name is Carlos Mendez, and I've spent the last six years managing freight accounts much like yours. I've already reviewed your shipping history with us, and I see a couple of routes where we may be able to save you both time and cost. Nothing about your current service will change for the worse, and I'll be your direct point of contact from here on.

I'd like to set up a short call in the next couple of weeks to introduce myself properly and hear how things have been going from your side. Would that work for you?

You can reach me directly at (312) 555-0148 or c.mendez@meridianlogistics.com.

Thank you, and I look forward to working with you.

Sincerely,

Carlos Mendez, Account Manager, Meridian Logistics

Recommendation Letter

A recommendation letter puts your name behind someone else's, vouching for them to a person who's deciding whether to take a chance on them. The strongest ones are specific, honest, and written only when you truly believe in the person.

When to Use It

Write a recommendation when someone asks you to support their application, and you can do so with conviction. The same template covers two common situations.

- **For a job or promotion.** You're recommending a colleague or former employee to a prospective employer, leading with their work and results.
- **For a program or scholarship.** You're recommending a student or junior colleague to an admissions or selection committee, leading with their ability and potential.

To recommend a business or vendor rather than a person, you'd write a different letter, since you'd be vouching for a company's work rather than an individual's character.

THE LEADERSHIP MOVE

A recommendation spends your credibility, so only write the ones you truly believe in. Your name goes on the line right next to theirs, and a glowing letter for someone who doesn't deliver costs you more than it ever helps them. If you can't write it with real conviction, it's fairer to everyone to decline and provide an honest explanation as to why.

When you do write it, be specific and honest. A letter full of generic praise reads as a form letter and persuades no one, so name concrete things the person did and what those things reveal about them. Specific evidence is what makes a recommendation believable.

Never recommend someone you wouldn't hire yourself.

Quick Tips

A few habits that make a recommendation carry weight.

- **Say how you know them.** Explain your relationship and how long you've worked together, so the reader can weigh your perspective.
- **Use concrete examples.** Name specific things the person did, rather than listing adjectives anyone could claim.
- **Match it to the role.** Emphasize the qualities that matter most for the position or program they're seeking.

- **Decline when you should.** If you can't recommend someone honestly, say so politely, since a lukewarm letter helps no one.
- **Offer to talk.** Include your contact details and invite the reader to call with any questions.

BEFORE YOU SEND

Make sure you're the right person to write this. A recommendation carries more weight from a direct supervisor or someone who has seen the work firsthand than from a relative or a distant contact, so if someone closer would be more credible, point the request their way.

Keep it to a page, proofread it carefully, and get the details right, from the person's name to the role or program and the specifics you cite. A careless error undercuts the very credibility your recommendation is meant to lend.

Letter Version

Copy the text below onto your letterhead, then replace each **blue field**. Italic blue notes are guidance, not text to send.

[Use your letterhead. Address it to a named person when you can, or to the committee when you can't.]

[Sender Name]

[Organization Name and Address]

[Date]

[Recipient Name]

[Recipient Title/Position]

[Organization Name]

[Recipient Street Address]

[City, State, ZIP Code]

Dear **[Name of Recipient]**,

It's my pleasure to recommend **[name of person]** for **[the position, program, or opportunity they're seeking]**. I've known **[name]** for **[number]** years, as **[your relationship, such as their manager or professor]**, and I can speak to their work with real confidence.

[Describe how you know them and in what context. For example: When (name) joined my team, they quickly took ownership of (responsibility).]

[Give specific evidence of the qualities that matter for what they're seeking, naming concrete accomplishments rather than general praise. For a job, emphasize professional skills and results; for a program, emphasize ability, character, and potential.]

[Add a sentence on what the person is like to work with, and why they'll succeed in this next step.]

I recommend **[name]** without reservation, and I'm glad to answer any questions. You can reach me at **[phone]** or **[email]**.

Sincerely,

[Sender Name]

[Sender Title]

Tip: a recommendation can run a little longer than other letters, but keep it to one page. One strong page beats two padded ones.

Email Version

This is the same recommendation, shortened for email, with the address block dropped.

Subject: Recommendation for [name of person]

Dear [Name of Recipient],

I'm glad to recommend [name] for [the opportunity]. I've known them for [number] years as [your relationship].

[Two or three sentences of specific evidence: what they did, and what it shows about them.]

I recommend them without reservation, and I'm glad to talk further at [phone] or [email].

Sincerely,

[Sender Name], [Sender Title]

Worked Examples

Here's the template filled in two ways, first recommending an employee for a job and then a student for a graduate program.

WORKED EXAMPLE: AN EMPLOYEE FOR A JOB

Dear Ms. Lindqvist,

It's my pleasure to recommend Aaron Fields for the Senior Analyst position on your team. Aaron worked for me at Crestline Media for four years, the last two as my lead analyst, and I recommend him without reservation.

When Aaron joined us, our reporting was slow and often late. Within a year he had rebuilt our entire analytics process, cut the monthly close from two weeks to three days, and trained two junior analysts who now run it smoothly. He did all of it without being asked twice.

Beyond the results, Aaron is the person others come to when they're stuck. He stays calm under deadline, he's generous with his time, and he's honest even when the news isn't good. Any team would be lucky to have him.

I recommend Aaron wholeheartedly, and I'm glad to answer any questions. You can reach me at (415) 555-0173 or m.dell@crestlinemedia.com.

Sincerely,

Marie Dell, VP of Operations, Crestline Media

WORKED EXAMPLE: A STUDENT FOR A PROGRAM

Dear Admissions Committee,

I'm pleased to recommend Sofia Marin for your Master of Public Health program. I supervised Sofia during her two-year internship at the county health department, and she is one of the most capable young people I've worked with.

Sofia came to us as a junior with little field experience and left running her own community vaccination outreach. She designed the outreach plan, recruited and trained eight volunteers, and raised first-dose rates in her assigned neighborhoods by nearly a third. She did it with very little hand-holding.

What sets Sofia apart is her judgment and her care for the people she serves. She asks good questions, she admits what she doesn't know, and she treats every resident with respect. She has the makings of an excellent public health leader.

I recommend her enthusiastically, and I'm happy to discuss her further. You can reach me at (503) 555-0162 or j.alvarez@countyhealth.gov.

Sincerely,

Joseph Alvarez, Program Director, County Health Department

Resignation Letter

A resignation letter gives your employer formal notice that you're leaving, in a way that closes the chapter on good terms. The strongest ones are brief and gracious, and they make the handover easier for the people you're leaving behind.

When to Use It

Send a resignation letter once you've firmly decided to leave a position and you're ready to make it official. Tell your manager in person first, then hand over the letter to confirm what you discussed. Keep it professional, whatever your reasons for going, since the letter becomes part of your record and your reputation.

THE LEADERSHIP MOVE

Leave the way you'd want to be remembered. A resignation letter outlives whatever frustration prompted it, so keep it short, gracious, and free of blame, even if the job gave you reasons to feel otherwise. The bridge you burn on the way out is often the one you need to cross again later.

Make your exit easy on the people you're leaving. Offer a clear last day and real help with the handover, and thank the people who mattered to you on your way out. How you leave becomes part of your reputation, and it tends to be remembered longer than how you arrived.

Always resign in person, with your letter in hand.

Quick Tips

A few habits that help you leave well.

- **Resign in person first.** Tell your manager face to face, then hand over the letter to confirm it.
- **Keep it gracious.** Thank them and note what you valued, and leave any grievances out of it.
- **Give enough notice.** Two weeks is standard, and offering more when you can eases the transition.
- **Offer to help the handover.** Volunteer to document your work or help train a replacement before you go.
- **Be sure before you send.** Give the decision time, and ideally line up your next step before you resign.

BEFORE YOU SEND

Be certain before you hand it in, since a resignation is hard to walk back. Give the decision at least a day, and if you can, line up your next step first, since it's easier to find work while you're still employed.

Time and place matter. Ask your manager for a private moment rather than dropping the news in public or by surprise, and keep the written letter brief, since the conversation is where the real exchange happens.

Letter Version

Copy the text below onto your letterhead, then replace each **blue field**. Italic blue notes are guidance, not text to send.

[Use your letterhead, or a clean personal header. Address it to your direct manager.]

[Sender Name]

[Sender Street Address]

[City, State, ZIP Code]

[Date]

[Recipient Name]

[Recipient Title/Position]

[Organization Name]

[Recipient Street Address]

[City, State, ZIP Code]

Dear [Name of Recipient],

Please accept this letter as formal notice of my resignation from my position as [job title] at [Organization Name]. My last day will be [date, typically two weeks out or more].

[Optional, and only if it's genuine: a sentence of thanks. For example: I'm grateful for the opportunities I've had here, and for the chance to work with such a talented team.]

I want to make this transition as smooth as possible. I'm glad to help train my replacement and to document my current projects before I go, so please let me know how I can be most useful in these final weeks.

Thank you again for the opportunity. I've valued my time here, and I wish you and the team continued success.

Sincerely,

[Sender Name]

[Sender Title]

Tip: keep a signed copy for your own records, and leave your workspace organized for whoever takes over.

Email Version

This is the same notice, sent by email when a printed letter isn't practical. Even then, tell your manager in person first whenever you can.

Subject: Resignation, [Your Name]

Dear [Name of Recipient],

Please accept this as formal notice of my resignation from my position as [job title] at [Organization Name]. My last day will be [date].

I want to make the transition as smooth as I can, and I'm glad to help train a replacement or hand off my projects in my remaining time.

Thank you for the opportunity. I've valued my time here, and I wish you and the team well.

Sincerely,

[Sender Name], [Sender Title]

Worked Example

The template filled in, as a gracious resignation with a few weeks' notice.

WORKED EXAMPLE: A STANDARD RESIGNATION

Dear Ms. Carver,

Please accept this letter as formal notice of my resignation from my position as Marketing Coordinator at Lakeside Group. My last day will be Friday, October 17, which gives a little over three weeks' notice.

I'm grateful for the past four years here. I've learned a great deal, and I've valued working alongside a team I respect.

I'd like to make this handover as smooth as possible. I'm happy to document my current campaigns and help train whoever steps into the role, so please let me know how I can be most useful between now and then.

Thank you again for the opportunity. I wish you and the team continued success.

Sincerely,

Grace Lim

Termination Letter

A termination letter ends an employee's time with the organization, in a way that protects both the person's dignity and the company's legal standing. The strongest ones are short and factual, and they confirm a decision the employee has already heard in person.

When to Use It

Use a termination letter to put an employment decision in writing, after you've delivered the news face to face. The letter takes two forms, depending on why the employment is ending.

- **For cause.** You're ending employment over performance or conduct, after the warnings and documentation that led here.
- **A layoff or position elimination.** You're ending employment for business reasons unrelated to the person's work, such as a restructuring or a reduction in force.

If the employee is the one choosing to leave, that's a resignation, and they would write the letter rather than you.

THE LEADERSHIP MOVE

By the time this letter is written, the news should already have been delivered in person. The letter records a decision the employee has heard from you directly, so it should never be the way they first learn of it. Deliver the news yourself, in private and with respect, and let the letter put the facts on paper.

Keep judgment out of it, and stick to the facts. Anything that reads as a personal attack or an accusation can come back to harm you if the decision is ever challenged, so state the reason plainly, reference the documentation behind it, and leave the emotion in the conversation. Treat the person with dignity on the way out, because how you end an employment relationship is watched by everyone who stays.

A termination handled with fairness and dignity protects the person leaving and the people who stay.

Quick Tips

A few habits that keep a hard moment professional and fair.

- **Deliver it in person first.** Tell the employee face to face in a private meeting, and use the letter to confirm the decision rather than to break the news.
- **Stick to the facts.** State the reason plainly, without blame or personal judgment, and reference the documentation behind it.

- **Don't let it surprise them.** Consistent coaching and clear warnings mean the decision is expected by the time it arrives.
- **Cover the logistics.** Spell out the effective date, final pay, benefits, and the return of company property.
- **Loop in HR and legal.** Have both review the letter before it goes out, since the details vary by state and by situation.

BEFORE YOU SEND

Have HR and legal review the letter before you deliver it, without exception. A termination carries real legal exposure, and the rules around final pay, notice, and documentation vary by state, so treat this template as a starting point for that review rather than a finished document.

Keep the letter short and factual, deliver it in a private conversation rather than by email, and make sure the decision is consistent with how similar situations have been handled. Confirm the logistics in advance, from the effective date and the final paycheck to benefits, COBRA, and the return of company property, so the employee leaves with clear answers.

Version 1: For-Cause Termination

Use this when employment is ending over performance or conduct. Keep it factual, and lean on the documentation already in the file.

Replace each **blue field**. Italic blue notes are guidance, not text to send.

[Deliver this in person, in a private meeting, with HR present. Have HR and legal review it first.]

[Sender Name]

[Organization Name and Address]

[Date]

[Recipient Name]

[Recipient Street Address]

[City, State, ZIP Code]

Dear **[Name of Recipient]**,

This letter confirms that your employment with **[Organization Name]** is terminated, effective **[date]**. This decision is final.

As we discussed, this follows ongoing concerns with your **[performance or conduct]** in the following area(s): **[briefly state the documented issue(s), factually and without judgment]**.

You received **[verbal and written warnings]** on **[list dates]**, along with clear expectations for improvement and a timeframe to meet them. Copies remain in your personnel file. Because those expectations were not met, we have reached this decision.

[Logistics: state when the final paycheck will be provided, per your state's law. Note that benefits and COBRA information is enclosed, and list any company property to be returned and by when.]

We wish you well in your future endeavors. If you have any questions about your final pay or benefits, please contact **[HR contact]**.

Sincerely,

[Sender Name]

[Sender Title]

Version 2: Layoff or Position Elimination

Use this when the role is being eliminated for business reasons. Make clear the decision is about circumstances, not the person, and offer real support.

Replace each **blue field**. Italic blue notes are guidance, not text to send.

[Deliver this in person, in a private meeting. Have HR and legal review it first.]

[Sender Name]

[Organization Name and Address]

[Date]

[Recipient Name]

[Recipient Street Address]

[City, State, ZIP Code]

Dear [Name of Recipient],

This letter confirms that your position as [job title] with [Organization Name] is being eliminated, and that your employment will end effective [date]. This decision is the result of [the business reason, such as a restructuring or a reduction in force], and it is not a reflection of your work or your value to us.

[Logistics and support: note any severance, the final paycheck and accrued time off, and that benefits and COBRA information is enclosed. List any company property to be returned and by when.]

We are grateful for your contributions, and we want to help where we can. *[Offer support, such as serving as a reference or arranging transition help through HR.]*

If you have any questions, please contact [HR contact]. Thank you for everything you have given [Organization Name].

Sincerely,

[Sender Name]

[Sender Title]

Worked Examples

Here's each version filled in, first a for-cause termination and then a layoff.

WORKED EXAMPLE: FOR-CAUSE TERMINATION

Dear Mr. Reed,

This letter confirms that your employment with Crestview Manufacturing is terminated, effective today, March 14. This decision is final.

As we discussed in our meeting, this follows ongoing concerns with attendance and missed production targets over the past four months. You received a verbal warning on December 2, a written warning on January 15, and a final written warning on February 20, each with specific expectations and a timeframe to meet them. Copies remain in your personnel file. Because those expectations were not met, we have reached this decision.

Your final paycheck, including accrued vacation, is enclosed, along with information on continuing your health benefits through COBRA. Please return your badge, laptop, and keys to HR before you leave today.

We wish you well. If you have questions about your final pay or benefits, please contact Donna Pratt in HR at (319) 555-0177.

Sincerely,

Mark Sullivan, Plant Manager, Crestview Manufacturing

WORKED EXAMPLE: LAYOFF

Dear Ms. Flores,

This letter confirms that your position as Staff Accountant with Halverson Group is being eliminated, and that your employment will end effective April 30. This decision is the result of a company-wide restructuring, and it is not a reflection of your work, which has been excellent.

You will receive eight weeks of severance pay, along with your final paycheck and accrued vacation. Information on continuing your benefits through COBRA is enclosed. We ask that you return your laptop and access card to HR by your last day.

We are grateful for your five years here, and we want to help you land well. I am glad to serve as a reference, and our HR team has arranged outplacement support to help with your search.

If you have any questions, please contact Ray Okafor in HR at (612) 555-0148. Thank you for everything you have given Halverson Group.

Sincerely,

Janet Wu, Controller, Halverson Group

Thank You Letter

A thank-you letter expresses gratitude for a specific thing someone did, a favor, a gift, a referral, or an extra effort on your behalf. The strongest ones name the exact act, say what it meant, and is received while the moment is still fresh.

When to Use It

Send a thank-you letter when someone has done something specific that deserves acknowledgment. The same template covers a wide range of occasions.

- **For a favor or extra effort.** A colleague covered for you, jumped on a deadline, or went out of their way to help.
- **For a gift, a referral, or a kindness.** A client sent a referral, a partner hosted you, or someone gave a thoughtful gift.

To recognize someone's ongoing contribution or sustained work over time, use the Appreciation letter instead, since a thank-you is for a single act.

THE LEADERSHIP MOVE

Thank people for something specific. A note that names the exact thing the person did and what it meant to you lands in a meaningful way, while a vague "thanks for all you do" reads as a form letter. Keep this note tied to the specific act that occurred recently, and save the broader, ongoing recognition for an appreciation letter.

Send it quickly, while the moment is still new. Gratitude loses its force the longer it waits, so a short note sent the same week does more than a polished one sent a month later. Thank people for the results and for the effort that produced them, in your own honest words, since sincerity is what comes through to the reader.

Feeling gratitude and not expressing it is like wrapping a present and not giving it.

- William Arthur Ward

Quick Tips

A few habits that make a thank-you land.

- **Hand-write it when you can.** A handwritten note carries more warmth than a typed one, especially for a thank-you.
- **Name the specific thing.** Keep the note focused on the one act you're grateful for, so it never reads as a form letter.
- **Send it promptly.** A thank-you means the most soon after the event, so don't let it wait.

- **Keep it sincere.** Be genuine and specific, without piling on dramatic praise.
- **Proofread before sending.** A quick check for errors keeps the note polished and respectful.

BEFORE YOU SEND

Read it back and make sure the focus stays on the person you're thanking. A good thank-you centers on what they did and what it meant to you, rather than drifting back to your own situation.

Match the medium to the moment. A quick email is fine for a small favor, while a handwritten card suits a larger kindness or a gift, and either way, get the person's name and the details right.

Letter Version

Copy the text below onto your letterhead or a card, then replace each **blue field**. Italic blue notes are guidance, not text to send.

[A handwritten card is ideal for a thank-you. For a typed letter, use your letterhead and the address block below.]

[Sender Name]

[Sender Street Address]

[City, State, ZIP Code]

[Date]

[Recipient Name]

[Recipient Street Address]

[City, State, ZIP Code]

Dear [Name of Recipient],

Thank you for [the specific thing the person did]. I wanted you to know how much it meant.

[Say what their act made possible or how it helped. For example: Because you covered the Henderson account while I was out, nothing slipped, and the client never felt a gap.]

[Add a sentence on what it showed about them, or simply how glad you were for it.]

Thank you again. I won't forget it.

Sincerely,

[Sender Name]

[Sender Title]

Tip: for a handwritten card, a few sincere lines in your own hand will always outweigh a longer typed note.

Email Version

This is the same note, shortened for a quick email, with the address block dropped. For a larger kindness, a handwritten card still means more.

Subject: Thank you

Hi **[Name of Recipient]**,

Just a quick note to thank you for **[the specific thing you did]**. *[One sentence on what it meant or what it made possible.]*

It made a real difference, and I'm grateful.

Thanks again,

[Sender Name], **[Sender Title]**

Worked Examples

Here's the template filled in two ways, first thanking a team member for a specific effort and then a contact for a referral.

WORKED EXAMPLE: A TEAM MEMBER'S EFFORT

Dear Devin,

Thank you for covering Rosa's accounts while she was out on leave these past three weeks. I know it nearly doubled your workload, and I wanted you to know it didn't go unnoticed.

Because you stepped in the way you did, not one of her clients felt a gap, and Rosa came back to a clean desk instead of a backlog. That took real generosity, on top of real skill.

Thank you again, Devin. I'm grateful to have you on the team.

Sincerely,

Lori Banks, Regional Manager

WORKED EXAMPLE: A REFERRAL

Dear Ms. Pearce,

Thank you for referring the Whitaker Group to us last month. They've just signed on as a client, and I wanted you to know your introduction is the reason.

A referral from someone of your standing carries real weight, and we don't take it for granted. We'll take good care of them, the same way we've tried to take care of you.

Thank you again for thinking of us. It means a great deal.

Sincerely,

Dale Brenner, Managing Partner, Brenner & Co.

Welcome Letter

A welcome letter greets someone at the start of a new relationship and confirms they made a good decision in choosing you. The strongest ones are warm and prompt, and they pair genuine enthusiasm with the practical details the person needs next.

When to Use It

Send a welcome letter at the start of a new relationship, while first impressions are still forming. The same approach serves two common situations, with the details tailored to each.

- **Welcoming a new customer.** A client has chosen to do business with you, and you want to confirm the relationship and how to reach you.
- **Welcoming a new employee.** A new hire is about to start, and you want to set them at ease and tell them what to expect on day one.

Both versions follow below, the customer welcome as a letter you can also send by email, and the employee welcome as an email or first-day note.

THE LEADERSHIP MOVE

A welcome's real job is to confirm the decision the person just made. A new customer or a new hire has taken a chance on you, and a warm, specific welcome reassures them they chose well, before any doubt has a chance to set in. Make it personal, and send it promptly.

Pair the warmth with something useful. Tell the person exactly what happens next and who to turn to, since a welcome that only gushes leaves them no better oriented than before. A new customer wants to know how to reach you, and a new hire wants to know where to show up and what their first day will look like.

A good welcome is the first proof that someone made the right decision in joining you.

Quick Tips

A few habits that make a welcome land well.

- **Greet them by name.** Match the formality to your relationship, using a first name only if you're already on those terms.
- **Lead with real gratitude.** Make clear you value the chance to work with them, whether they're a customer or a new colleague.
- **Tell them what's next.** Spell out the practical details, such as who to contact, where to go, or what to expect first.

- **Set the tone you'll keep.** The welcome previews how you operate, so make it warm, clear, and professional.
- **Send it promptly.** A welcome means the most right at the start, so don't let the moment pass.

BEFORE YOU SEND

Make sure every practical detail is right, from the name and the start date or account number to the contact information and any next steps. A welcome that gets the basics wrong undercuts the very confidence it's meant to build.

Read it as the recipient would, and ask whether it would make you feel good about your decision. If a line feels stiff or hollow, rework it until it sounds like a real person wrote it to a real person.

Version 1: Welcoming a New Customer

Confirm the relationship, give them a point of contact, and reassure them they chose well.

Replace each **blue field**. Italic blue notes are guidance, not text to send.

[Send this as a letter on your letterhead, or as an email. The same warm, specific message works either way.]

[Sender Name]

[Organization Name and Address]

[Date]

[Recipient Name]

[Recipient Street Address]

[City, State, ZIP Code]

Dear [Name of Recipient],

Thank you for choosing [Organization Name] for your [product or service] needs. We're glad to have you with us, and we're committed to earning your trust from the very first day.

Your main point of contact is [name and title], who you can reach directly at [phone] or [email]. Whatever you need, they'll make sure it's handled.

[Add any practical details, such as an account number, what to expect next, or an enclosed guide. For example: Your account number is (number), and we've enclosed a short guide to getting started.]

We're looking forward to working with you, and to proving you made the right choice. Thank you again for your trust.

Sincerely,

[Sender Name]

[Sender Title]

Version 2: Welcoming a New Employee

Set the new hire at ease before day one, and tell them exactly what to expect.

Replace each **blue field**. Italic blue notes are guidance, not text to send.

[Send this as an email before the new hire's first day, or hand it over as a printed note on day one.]

Subject: Welcome to **[Organization Name]**!

Dear **[Name of New Hire]**,

Welcome to the team. We're so glad you're joining us as **[job title]**, and everyone here is looking forward to working with you.

On your first day, please arrive at **[location]** at **[time]** on **[start date]**, and ask for **[name]**, who'll get you settled. *[Add any first-day logistics, such as what to bring, parking, or who they'll meet.]*

[Optional warm line: We chose you for a reason, and we can't wait to see what you'll bring to the team.]

If anything comes up before then, you can reach me at **[phone]** or **[email]**. Welcome aboard.

Warm regards,

[Sender Name], **[Sender Title]**

Worked Examples

Here's each version filled in, first a welcome to a new customer and then a welcome to a new employee.

WORKED EXAMPLE: A NEW CUSTOMER

Dear Mr. Calloway,

Thank you for choosing Coastline Insurance for your business coverage. We're glad to have you with us, and we're committed to earning your trust from the very first day.

Your dedicated account manager is Elena Ortega, and you can reach her directly at (415) 555-0190 or elena@coastlineins.com. Whatever you need, from a policy question to a claim, she'll see that it's handled quickly.

Your account number is CI-40817, and we've enclosed a short guide to your coverage and how to reach our support team after hours.

We're looking forward to working with you, and to proving you made the right choice. Thank you again for your trust in us.

Sincerely,

Tom Bradley, Branch Manager, Coastline Insurance

WORKED EXAMPLE: A NEW EMPLOYEE

Subject: Welcome to Brightwater Group!

Dear Nora,

Welcome to the team. We're so glad you're joining us as a Marketing Coordinator, and everyone here has been looking forward to your start.

On your first day, please arrive at our Front Street office at 9:00 a.m. on Monday, June 2, and ask for Sam at the front desk, who'll get you settled and introduce you around. There's no need to bring anything but yourself, since we'll have your laptop and everything else ready.

We chose you out of a strong field, and we're excited to see what you'll bring to the team.

If anything comes up before then, you can reach me at (503) 555-0133 or e.maddox@brightwatergroup.com. Welcome aboard.

Warm regards,

Erin Maddox, Marketing Director, Brightwater Group

Written Warning Letter

A written warning documents a problem with an employee's performance or conduct, defines exactly what has to change, and states what happens if it doesn't. Its real purpose is to provide corrective action that is documented. The message should provide clear guidance on how to get an employee's performance or behavior back on track before the situation becomes a bigger issue.

When to Use It

Use a written warning after a verbal warning hasn't resolved the issue, and after you've discussed the concern with the employee in person. It takes two forms, depending on what the problem is.

- **A performance warning.** The issue is the work itself, such as missed targets, quality, or deadlines, measured against a clear standard.
- **A conduct warning.** The issue is behavior, such as attendance, policy violations, or how the person treats others.

A warning is a step, not an ending. If warnings haven't worked, or the conduct is severe enough to skip ahead, the Termination letter is the next and final document.

THE LEADERSHIP MOVE

A written warning is a checkpoint, not a verdict, so the most important part is providing clarity on the path forward. Name the specific gap, say plainly what meeting expectations will look like, how you will support them, and set the date you'll review progress together. Without a supportive path, a warning just lists faults and leaves the person feeling as if they are doomed to fail.

Write it based solely on facts, the same way you would a termination letter, because this letter may become the record a later decision rests on. State what happened and what's expected without characterizing the person, and keep it consistent with how you've handled similar situations. Note any earlier verbal warning, too, so the record shows the full sequence.

A warning earns its place when it gives someone a clear path back.

Quick Tips

A few habits that keep a warning fair and useful.

- **Discuss it in person first.** Talk through the concern face to face, then use the letter to document what you covered.
- **Be specific and factual.** Cite concrete examples and dates, and describe the behavior or the results rather than the person.
- **Define what success looks like.** Spell out the standard to meet and the timeframe to meet it, in terms that can be measured.
- **Name the consequence.** State plainly what happens if the issue isn't resolved, so nothing later comes as a surprise.
- **Loop in HR.** Have HR review the letter before you deliver it, and keep a signed copy in the personnel file.

BEFORE YOU SEND

Have HR review the letter before you deliver it and make sure it's consistent with how similar issues have been handled with others. A warning that singles one person out, or that varies from your own past practice, is the kind of thing that may be questioned later.

Keep it factual and specific, and have the employee sign it. Make clear that their signature acknowledges they received the warning, not that they agree with it, and give them the chance to add their own written response if they wish.

Version 1: Performance Warning

Use this when the issue is the work itself. Anchor it to a measurable standard and a clear date to review progress.

Replace each **blue field**. Italic blue notes are guidance, not text to send.

[Deliver this in a private meeting, after discussing the issue in person. Have HR review it first.]

[Sender Name, Organization, and Date]

[Recipient Name and Title]

Dear **[Name of Recipient]**,

This letter is a formal written warning regarding your performance as **[job title]**. It follows our conversation on **[date]** and an earlier verbal warning on **[date]**.

The specific concern is **[state the performance issue factually, with examples and dates]**. The expected standard for this role is **[state the standard plainly]**.

To meet that standard, you are expected to **[list the specific, measurable expectations]** by **[date]**.
[Note any support offered, such as training, closer check-ins, or resources.] We will meet on **[review date]** to review your progress.

If your performance does not improve to the expected standard by that date, it may result in further disciplinary action, up to and including termination of employment.

I'm confident you can meet this standard, and I'm here to help you do it. Please sign below to confirm you've received this warning.

Employee signature: _____ Date: _____

[Signing acknowledges that you received this warning, not necessarily that you agree with it.]

Sincerely,

[Sender Name and Title]

Version 2: Conduct Warning

Use this when the issue is behavior. Anchor it to the policy and the conduct expected going forward.

Replace each **blue field**. Italic blue notes are guidance, not text to send.

[Deliver this in a private meeting, after discussing the issue in person. Have HR review it first.]

[Sender Name, Organization, and Date]

[Recipient Name and Title]

Dear **[Name of Recipient]**,

This letter is a formal written warning regarding your conduct. It follows our conversation on **[date]** and an earlier verbal warning on **[date]**.

The specific concern is **[state the conduct issue factually, with dates]**. This is contrary to **[the relevant policy, such as the attendance policy in the employee handbook]**.

Going forward, you are expected to **[describe the conduct expected of you, plainly and specifically]**. We will review the situation on **[review date]**.

If the issue continues, it may result in further disciplinary action, up to and including termination of employment.

I want to see this resolved, and I'm available if there's something I can do to help. Please sign below to confirm you've received this warning.

Employee signature: _____ Date: _____

[Signing acknowledges that you received this warning, not necessarily that you agree with it.]

Sincerely,

[Sender Name and Title]

Worked Examples

Here's each version filled in, first a performance warning and then a conduct warning.

WORKED EXAMPLE: PERFORMANCE WARNING

Dear Mr. Holt,

This letter is a formal written warning regarding your performance as a Sales Associate. It follows our conversation on March 3 and an earlier verbal warning on February 10.

Over the past quarter, your monthly sales have fallen well short of the \$40,000 target, coming in at \$22,000, \$19,000, and \$24,000. The expected standard for this role is to meet or exceed the \$40,000 monthly target.

To meet that standard, you are expected to reach at least \$35,000 in March and the full \$40,000 in April. To support you, I've arranged for you to shadow our top associate for two days, and we'll check in briefly each Friday. We will meet on April 30 to review your progress.

If your performance does not improve to the expected standard by that date, it may result in further disciplinary action, up to and including termination of employment.

I'm confident you can reach this, and I'm here to help you do it. Please sign below to confirm you've received this warning.

Employee signature: _____ Date: _____

Sincerely,

Lisa Diaz, Sales Manager

WORKED EXAMPLE: CONDUCT WARNING

Dear Ms. Boone,

This letter is a formal written warning regarding your attendance. It follows our conversation on June 12 and an earlier verbal warning on May 28.

In the past month, you've had three unexcused absences, on May 30, June 6, and June 11, none of which followed our call-in procedure. This is contrary to the attendance policy in the employee handbook.

Going forward, you are expected to be present and on time for all scheduled shifts, and to call your supervisor at least two hours ahead for any unavoidable absence. We will review your attendance on July 15.

If the issue continues, it may result in further disciplinary action, up to and including termination of employment.

I'd like to see this turn around, and I'm glad to talk through anything that's getting in the way. Please sign below to confirm you've received this warning.

Employee signature: _____ Date: _____

Sincerely,

Dale Webb, Shift Supervisor

A Note on Using These Templates

These templates are starting points, written to save you from having to start from a blank page and meant to be adapted to your own situation. Make them your own. Change the wording to fit the circumstance, and match the tone to the purpose and person you're writing to.

A few of the templates touch on legally sensitive ground, the employment offer, the collection letter, the termination letter, and the written warning in particular. Employment, debt-collection, and labor laws vary by state and by circumstance, and they change over time.

IMPORTANT

For the employment offer, collection, termination, and written warning letters especially, have your HR team or an attorney review your version before you send it. This pack is a practical resource not legal advice, and Leadership-Tools.com is not responsible for how the templates are used.

Used with that in mind, these templates will save you time and help you write with more confidence.

About Leadership-Tools.com

Leadership-Tools.com has been publishing practical leadership resources since 2002. It started from a simple frustration: most of the best leadership tools and programs cost far more than the managers and small-business owners who needed them most could spend. The site was built to close that gap, with quality tools made freely available to anyone, regardless of budget or title.

That focus hasn't changed. The site keeps to tools and resources you can act on, a downloadable assessment, a ready-to-use template, a step-by-step coaching course, rather than theory you have to translate on your own. The library is organized the way leaders grow, around leading yourself, leading people, and leading teams, so you can find what fits where you are right now.

More than twenty-five thousand leaders receive the free Leadership-Tools.com newsletter, and new tools and articles are added regularly. Whether you're finding your footing as a new supervisor or scaling results as an experienced executive, you'll find something you can put to use this week.

Founder Richard Gorham has spent more than forty years in leadership and over two decades building these tools. His aim for the site has stayed constant: give people straightforward resources that deliver real results, without the high price most programs demand.

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