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November 1, 2011

Jack Schneider  
6492 Flash Drive  
XYZ Bank  
1652 22<sup>nd</sup> Street  
New York, NY 10022

Dear Mr. Schneider:

I had a conversation with Joe Basil yesterday when your name surfaced. I am seeking employment opportunities in the public relations industry and Joe thought that you might be of help to me as I gather information and make decisions about the viability of my marketing plan.

I just recently worked for a not-for-profit agency in marketing and the agency has made some difficult business decisions that have left a few of us in transition. I am choosing to perceive this as an opportunity to pursue work that may indeed be closer to my heart.

Joe is convinced that your perspective and feedback on my plan might be valuable.

I will follow up on this letter with a quick call to determine a mutually agreeable time to meet, if possible, and enclose my resume for your review.

Regards,

Susan Smith

enclosure