Your Name  
Your Organization  
Your Address  
  
Date  
  
Name of Addressee  
Name of Organization  
Address  
  
Reference: Mention the purpose of the letter. You can briefly state, in a single line about what you want to introduce to the addressee. Is it a product or service your company offers? Or you are addressing some client for informing him about your business? Your purpose of writing the letter forms the subject matter of the reference.  
  
Salutation/Greetings:  
Dear Mr./Ms./To Whomsoever It May Concern  
  
Introductory Paragraph: Mention about your firm if you are informing a customer about your firm's presence in the market. Tell them about year of formation of the firm, and about its quality services.  
  
Second Paragraph: Talk about various documents that you have attached along with the letter. If you are informing a customer about your product, then mention that after going through product reviews the customers can be aware of the products specifications.  
  
Third Paragraph: Briefly state what is the USP of your firm. If you are talking about a product, tell the biggest advantage of the product. Do not forget to thank the addressee for his time and efforts that he has spent in reading the letter.  
  
Lastly, do give detailed address, contact number so that the client/customers can contact you, if they are interested in your business.  
  
Goodbye:  
Yours sincerely,  
(Your name)