

[12 October 2026]

[Name]

[Role], [Client name]

[Address]

Subject: [Short, plain subject line]

Dear [Name],

Start with the point of the letter in one or two sentences. Keep paragraphs short and plain, the way we would say it in a meeting.

Use a second paragraph for the detail: what we will do, by when, and what we need from you. Name dates and numbers rather than describing them.

Close by saying what happens next.

Kind regards,

[Full name]

[Role], 40 Analytics