How to write a prospecting letter

Most ambassadors know it takes about six-tries before prospects are on board. A prospecting letter is often the first step, and it' s crucial to get that initial impression right.

Here' s what' ll make your letter stand out:

Tailored: Both business and personal letters should have an address block and 'Dear (name):"

Why: Personalization stands out.

Wide open spaces: Avoid large blocks of text because they' re difficult to read. Two-sentence paragraphs with spacing are easy on the eyes.

Why: People have short attention spans.

14-point font: Larger type stands out and gets people' s attention.

Why: It' s easy to read

No mailing labels: Handwritten envelopes increase the chances your letter will be opened.

Why: Labels can appear impersonal.

Use postage stamps: Another personal touch.

Why: Mailing machine imprints are impersonal. Bulk mail' s worse.

Good stationery: Use tasteful company letterhead printed on quality paper—ditto for business cards.

Why: The substantial feel creates a good impression of your firm.
Designing the Letter

A strong letter has three main parts:

1. The attention grabber: The first sentence is critical; here are some options.
a) Question: "Are you getting the investment results you want?" "Are you an important client to your financial advisor?" "Are you prepared for retirement?" "When was the last time you heard from your financial advisor?" "Is it time to consider diversification in a hedge fund" " "Do your investment goals need a change"
b) Introduction: You explain who you are in the context of your specialty. Ideally, this is aligned with the names you chose. "Our team specializes on diversifying portfolios through our private placement investment hedge fund (the Silver Oak Fund) by seeking uncorrelated " alpha" returns in the market for accredited investors.
c) The Fact: Get their attention with a statistic: "70% of baby boomers expect to delay retirement," or "29% of Gen Y are boomerang children, returning home sometime after graduation."
2. Purpose of the letter
a) Your specialty: You introduced a problem she may face. Your team' s experienced in addressing similar issues helping clients find additional diversification in a portfolio beyond what a typical fiduciary can do for accredited investors?
b) The offer: "In volatile markets, it' s good to get a second opinion."
3. Conclusion
What are your next steps? It' s unlikely they' ll initiate contact.
a) Ask for an appointment: You call, speak with her assistant, and schedule a time to meet. How long? Twenty minutes is a reasonable request.
b) "I' m planning on attending…." : You both will be at the same place a quick name to the face meeting. "have your elevator speech ready"

What about Compliance?

Make sure Silver Oak approves the letter beforehand. From the compliance rules with a 506(c) fund, you should know what expressions to avoid. Here are some examples:

1. “**Guaranteed” :** A definite no-no.

2. “**Achieve your goals….” :** You can’ t achieve their goals for them. It requires their ongoing cooperation and participation in our process to investing.

3. “**I (or we) promise….” :** You may work towards something, but you can’ t control all outcomes. As your aware return goals are subject to market condition and can never be promised to a client.

Follow up call with an email

Here are two ways to use written communications after a scripted quick initial phone call.

Both letters emphasize two essential things—a personal touch and a commitment to providing value to your clients. That’ s a great way to set the stage for your future phone call to set a zoom meeting to share more about the fund and reviewing risk vs. reward.

Subject Line Idea:
“ It was great to meet you” or “ Thank You” or “Your Requested Information”

Dear NAME,

Congrats again on your success at (company name). After our brief time together and talking about preserving wealth through diversification I included additional information about our investment selection process at the Silver Oak Fund. I valued our short-time together and your willingness to learn more on your own time about the 506(c) Silver Oak fund for accredited investors.

Next steps:

- Follow up with (name) to help answer any new questions
- Decide together if more-time is needed to discuss options with wealth preservation

Have a great rest of your week.

Ambassador Name

Ambassador

The Silver Oak Fund

E:

T:

W:

OPTION #2

Dear NAME ,

I' m writing to thank you for the phone meeting on Friday afternoon. It' s
always good (to meet people who care about protecting their wealth and learn what options are available to them). As discussed I included a link learn more on your own time about The Silver Oak Fund and our selection process click below:

Click for more info

Until we connect again if you have any questions don' t hesitate to ask.

Sincerely,

Ambassador Name

Ambassador

The Silver Oak Fund

E:

T:

W:

Introduction to Prospects From a Referral

Once you receive a referral, the next step is to introduce yourself to your new prospects. You can do this in many ways, but two of the most effective are through email. With email, you could request have your client send an introductory email to your prospect and CC you. Or you can do it yourself. Here are some examples:

From You to client to forward email

To: Client email

CC: your email

BCC: Dropbox email

Subject Line: Quick Introduction to (YOUR NAME),

Email:

Hi Name, I hope you' re having a great week, I wanted to introduce you to (your name) and tell you about the Silver Oak Fund for accredited investors.

I have been working with (NAME) and the Silver oak fund for (? five-years, the past-year). (NAME) has done an excellent job for me, and I really think you should meet him. He is super knowledgeable, experienced, and easy to work with. I gave (NAME) your email and phone number and asked him to contact you. I think you' ll be impressed with their investment fund for accredited investors.

Let me know how it goes. Thanks!

Referral from anyone.

Email

Subject Line: Jim Smith referred me.

Email:

Hi George, my name is (your name), and I' m a an ambassador for the Silver Oak Fund for accredited investors.

I' ve been working with your friend (NAME FIRST AND LAST) for about
five years now. (NAME), thought you might find value in the work that I do through additional asset diversification beyond fiduciary financial planners.

Learn more:

I look forward to connecting in a day or two when I call.

Sincerely,

Ambassador Name

Ambassador

The Silver Oak Fund

E:

T:

W:

Introductory Letter

to Any Prospect Prior to a Cal

Subject: "Do your investment goals need a change" …

Dear Mary,

(FIRST AND LAST) is a client of mine, and he suggested that I send you a letter of introduction. I' m a an ambassador for the Silver Oak Fund for accredited investors and I help individuals and families learn more about diversification in hedge fund investments. If you' re an accredited investor which I believe you are congrats, I look forward to sharing more about asset allocations and how they support your goals of wealth preservation beyond a fiduciary planner.

Learn More:

Our founder believes "we can' t be all thing to all people but only the right things to the right people" . Wealth preservation remains one of the most underrated concerns for families today; and The Silver Oak Fund for accredited investors is supportive of helping with asset diversification focused on outcome orientation.

I look forward to connecting,

Sincerely,
Ambassador Name
Ambassador
The Silver Oak Fund
E:
T:
W:

Testimonial Letter

from Clients

For a more significant impact, you may want to ask your clients to write a testimonial letter. Some clients may be more comfortable if you help them write the letter. Others will be happy to craft it themselves. Either way, it's a good idea to be as specific as possible, but be careful about privacy issues and securities regulations limiting. In some cases, it prohibits statements about an advisor's track record of performance.

Subject: "Thanks again for a job well done."

Dear Joe,

We're writing to thank you for helping us understand what diversification can do with our investments. Julia and I have been very impressed with the care you took explain the risk and rewards in investing in the Silver Oak Fund.

Best of all, you made us feel comfortable in how the Silver Oak Fund selects and holds investments for the long-term with a disciplined approach and that the investment funds are traded in a fiduciary account and audited by a third party. We're not as worried during times of market volatility anymore knowing we have a portion of our assets in your fund. You've helped us understand how our investment works and focus on the big picture-specifically, where we want to be in 10-years, and not on the short-term fluctuations that occurs.

Thanks again for a job well done. If you ever need a reference, please don't hesitate to ask. We would love to recommend you to anyone looking for an excellent ambassador at the Silver Oak Fund.

Sincerely,

Connor and Julia Sheldon