

“Snail Mail” Introduction Testimonial Letter

(On Client’s Letterhead)

Date

Name,

I recently sent the testimonial below to a commercial risk and insurance advisor I’ve been working with.

And it occurred to me, I should write you this short letter.

I think you’ll understand why after you read the testimonial:

“OUR SAVINGS IN PREMIUMS SINCE BECOMING A CUSTOMER HAS BEEN A MAJOR ADDITION TO OUR BOTTOM LINE.

We joined your agency several years after realizing that our prior insurance carrier’s lack of claims management was costing us almost two hundred thousand dollars a year in inflated premiums.

Becoming a customer of Awesome Insurance Services, we became well aware of the advantages of competent claims management. Claims that, with our prior insurance carrier, would start out as a sprained joint and turn into lawyer assisted mega-injuries, were now straightforward managed treatments with thorough follow up. Just by actively managing the claims process, we noticed that real, minor incidents were resolved quickly and thoroughly to everybody’s satisfaction.”

As you can see, I’m quite happy with the impact John has helped us achieve. Two hundred thousand dollars added to our bottom line as a result of John’s help in better managing our Work Comp claims..

So why this letter?

Well John's risk management and insurance services are mostly by referral. Normally, you wouldn't even get to talk to him on the phone without an introduction. But since I'm a client of John's, he's allowed me to extend to a select few business associates a **free-45-minute Work Comp Risk Assessment**.

So that's the reason for my letter to you.

Can John add hundreds of thousands of dollars to your bottom-line? I have no idea. And maybe his services aren't a right fit for you at this time. But you can find out with one phone call. And I'm sure you'll find John's rather unusual insights into claims management very valuable.

Anyway... you can reach John on his private email address to request your free Work Comp Risk Assessment. His direct email is john@workcomprisk.com. The only condition is you must contact him before (Date).

Sincerely,

Jim Morris
President, Morris Landscaping LLC

P.S.- By the way, you can also get a copy of John's Free Guide, **10 Proven Ways to Reduce Your Workers Comp Claims by 60% or More** at <https://workcomprisk.com>- if you want to get a feel for who he is and his Work Comp claims management ideas.

P.S.- I'll probably give you a call within the next few days to see what you thought of John. Please just let me know honestly your experience as I greatly value your feedback and opinion.

