TO

**[Receiver Name]**

**[Receiver Title]**

**ADDRESS:** **[Receiver Address]**

**EMAIL:** **[Email Address]**

**PHONE:**  **[Home Phone]**

FROM

**[Sender Name]**

**[Sender Title]**

**Sub:** Formal Business Letter

Dear **[Name]**

When my **[Name]**  year of college ended, I was fortunate enough to work as a **[Position]** at a startup called Slide Batch. They were introducing a new content marketing tool to the market, and my job was to apply that tool to their clients’ social media marketing campaigns and prove that Slide Batch was an effective marketing solution. I was so excited to get to work, but I had one small problem.

I didn’t know what content marketing was. So, I did some research on the Internet and discovered **[Name]**. Fast forward a year and half, and I’m still reading **[Name] a**nd leveraging its insights at my third digital marketing internship. Reading your blogs changed my life.

I entered college believing financial advising was my destiny. But, after learning about **[Name]** inbound marketing philosophy -- how helping people is the ultimate way to increase brand trust and engagement -- I was hooked. Shortly after my internship with Slide Batch ended, I decided to pursue digital marketing instead of financial advising. I’ve haven’t looked back since.

HubSpot’s influence on my life is the reason I’m writing to you today. I’m certain if you spoke at my school, DePauw University, about your life, HubSpot, and the inbound marketing philosophy, there would be hundreds of undecided students who start pursuing digital marketing.

I know this because **[Name]** Speaker Series is one of the best platforms for business leaders to showcase their passion for their industry, company, and work. Brad Stevens of the Boston Celtics, Angie Hicks of Angie’s List, and Bill Rasmussen of ESPN have all successfully used the **[Name]** Speaker Series to inspire the world’s next generation of business leaders, and I know you could, too.

We would be honored if you spoke at our school. Thank you for your time and consideration, and we look forward to hearing from you!

Sincerely,