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Louise customized the opening sentence of each letter. She also used a moderate amount of underlining and bolding to make it easier for the reader to scan the letter to see what she had done. This particular letter was aimed at companies involved in electronic commerce.

GLOBAL STRATEGY AND MANAGEMENT CONSULTING

Mr. Ellis Chase
KPMG International
Three Chestnut Ridge Road
Montvale, NJ 07645

Most Five O'Clock Club letters use exactly the same format:

Paragraph 1: The Opening.
Paragraph 2: A summary about yourself.
Paragraph 3: A few key accomplishments of interest to this target.
Paragraph 4: Ask for a meeting; state who will call whom.

Dear Mr. Chase:

What an exciting year this is for consulting firms and the explosive growth they enjoy. But clearly what attracts me the most to KPMG is its leadership in Strategic Marketing. This is why I am writing to you today.

I have been in **global strategic development** and **organizational communications strategies** for the past 20 years, injecting **operational effectiveness** to companies and increasing their revenues massively. During this time, I lived in Paris, London, New York and Los Angeles (as a base for frequent and lengthy trips to South East Asia and Latin America).

By far, the most exciting venture I have been involved with was the strategic consulting and **implementation project** for a \$6 billion company. This achievement resulted in moving that company **from #5 to #2** globally. Today that company is a prime target for takeover as its cash flow is one the most attractive return-on-sale, all industries considered.

I truly help companies build their **global impact** and achieve **long-term profitability**.

You may be interested in some of the specific things I have done:

- The implementation of long range business plans for major entertainment, media and communications companies: **Time Warner, SONY/USA and BMG North America**.
- I drove the process forward, made the deals, and brokered trade-offs to ensure that company executives saw the added value of **electronic commerce**.

My next goal is to join a top consulting firm and I would appreciate an informational conversation with you or one of your associates to find out more about your needs and to tell you more about myself. As I mentioned earlier, I see electronic commerce consulting as the next tremendous growth area, and I have established my expertise in that area.

I will call your office in a few days and would appreciate your telling me at that time who to contact in your Atlanta office to discuss this explosive industry and its challenges.

Sincerely,