

A letter agencies can adapt and mail to inactive clients

The Alignment Audit Suite gives agencies a credible reason to reconnect with former clients. This sample letter shows how an agency could introduce the audit as a thoughtful, professional reason to reopen the conversation.

[Date]

[Client Name]

[Title]

[Company Name]

[Street Address]

[City, State ZIP]

Dear [Client Name],

I hope you have been doing well.

I am reaching out because we have been using a structured diagnostic review that may be useful for companies we have worked with in the past, especially if their business, audience, positioning, website, or marketing priorities have evolved since we last worked together.

The review looks at whether three important areas are still working together clearly:

- Brand and messaging.
- Buyer profile and market assumptions.
- Website and buyer-facing materials.

The purpose is not to begin with a redesign, rebrand, or large implementation project. It is to first identify whether the company's current materials are still aligned with where the business is today, what buyers need to understand, and how the brand is being presented in the market.

The result is an executive-ready diagnostic report that can help clarify where communication, positioning, website structure, or buyer-facing materials may be creating friction, confusion, or missed opportunity.

I thought of your company because this type of review can be especially useful when some time has passed since a website, messaging, or positioning work was last evaluated.

Would you be open to a brief conversation to see whether this kind of alignment review would be useful for your team?

Sincerely,

[Name]

[Title]

[Agency Name]

[Phone]

[Email]