



*Tamara Lynn Beckham*  
*Certified Wedding Planner*

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Mrs. V. Davidson  
Proprietor  
The Wedding Shoppe  
101 Chamberlain Road  
London SW1 6RF

Dear Valerie Davidson,

If you could delegate work to someone who would do it right the first time, would you increase your business, your profits, and your own free time?

As a recent graduate of The Wedding Planning Institute, I can effectively assist you – quickly and with a minimum of training – on a full time, part time, freelance, or short notice basis.

I offer solid organizational and clerical skills gained from employment as a front line customer service professional, office supervisor, bookkeeper, and administrator. Also, I have successfully planned and delivered two events.

In addition, my referees will attest to my abilities to stay calm, cool, and collected during ‘crisis’ situations. Using well-honed customer service skills gained in the hotel industry, I’m able to defuse escalated customer complaints, act when others hesitate, and remain professionally polite under all circumstances.

Perhaps most importantly, I’m a cheerful and confident lady who wins the trust and confidence of clients. I deliver on my promises by being very well-organized, meticulously detail-orientated, and 100% serious about doing every job to the best of my abilities.

Thank you for taking the time to read this letter and attached résumé. If you could use a trusted and capable assistant, please call or email me at your convenience. I would especially appreciate the opportunity to meet with you so that we can discuss precisely how I could help you deliver a perfect wedding day to your clients.

Sincerely yours,

*Tamara Lynn Beckham*

Tamara Lynn Beckham  
Cert. Wedding Planner; Dip. Event Man.

Attachment: CV

## **Project Details:**

The letter was sent by a freelance wedding planner to an established business. Especially because it is speculative, the letter gets straight to the point by outlining benefits to the business and goes on to explain how those benefits would be achieved.

The client wanted a highly stylized font for her letterhead. I chose Edwardian Script partly because it is one of the easiest “scripts” to read. The letter will never be scanned, so this was not a consideration.

The letter addresses the skills and abilities that an assistant wedding planner would require and uses terms and phrases that are meaningful to the employer – e.g., “handling crisis situations.”

The letter needed to convey a lot of information because established wedding planners in London normally work alone and they need a lot of convincing before they will take on an assistant.

The letter was written for the UK market, but for the purpose of this competition it is formatted in Letter size paper and uses US spelling and the word “résumé”.

