

Reconnecting with old clients is an important aspect of maintaining strong business relationships and can lead to renewed opportunities for collaboration or sales. Writing a letter to reconnect with old clients should be done thoughtfully, with an emphasis on the value of the relationship and potential for future engagement. Here are six letter templates designed for reconnecting with old clients, each tailored to different situations or purposes.

Reconnect Letter Template 1: General Check-in

Subject: Checking In from [Your Company Name]
Dear [Client's Name],

I hope this message finds you well. It's been a while since we last connected, and I wanted to reach out personally to see how you're doing and to update you on some exciting developments at [Your Company Name].

[Provide a brief update about your company, new services, or products that might interest the client].

We value our past collaboration and would love the opportunity to work with you again. If there's any way we can assist or collaborate on future projects, please feel free to reach out.

Wishing you continued success and looking forward to the possibility of reconnecting.

Best regards,

[Your Name]
[Your Position]

Example for Template 1

Subject: Checking In from Innovatech Solutions

Dear Mr. Johnson,

I hope this message finds you well. It's been a while since we last connected, and I wanted to reach out personally to see how you're doing and to update you on some exciting developments at Innovatech Solutions.

We've recently expanded our digital marketing services to include AI-driven analytics, which I think could greatly benefit your business.

We value our past collaboration on the Henderson project and would love the opportunity to work with you again. If there's any way we can assist or collaborate on future projects, please feel free to reach out.

Wishing you continued success and looking forward to the possibility of reconnecting.

Best regards,

Alice Morgan
Client Relations Manager

Reconnect Letter Template 2: After a Significant Business Milestone

Subject: Celebrating a Milestone - [Your Company Name]

Dear [Client's Name],

I'm reaching out to share some exciting news from [Your Company Name]. We recently celebrated [describe the milestone, e.g., an anniversary, a significant achievement, etc.], and it made me think of our valued clients who have been part of our

journey.

Your support and collaboration on [specific project or engagement] played a significant role in our growth and success.

As we embark on the next chapter, we are exploring new opportunities and would be thrilled to work with you again. Please let me know if there are any upcoming projects where our expertise could be beneficial.

Looking forward to possibly collaborating again soon.

Warm regards,

[Your Name]

[Your Position]

Example for Template 2

Subject: Celebrating a Milestone - Apex Design Studio

Dear Ms. Thompson,

I'm reaching out to share some exciting news from Apex Design Studio. We recently celebrated our 10th anniversary, and it made me think of our valued clients who have been part of our journey.

Your support and collaboration on the Riverfront Condo project played a significant role in our growth and success.

As we embark on the next chapter, we are exploring new opportunities in sustainable architecture and would be thrilled to work with you again. Please let me know if there are any upcoming projects where our expertise could be beneficial.

Looking forward to possibly collaborating again soon.

Warm regards,

John Carter
Founder & Principal Architect

Reconnect Letter Template 3: Offering a Special Promotion

Subject: Exclusive Offer for Valued Clients of [Your Company Name]

Dear [Client's Name],

As one of our valued past clients, we at [Your Company Name] are excited to offer you an exclusive promotion. [Describe the special offer or discount].

We thought of you because [mention past project or interaction], and we believe that our [new product/service] aligns perfectly with your current needs.

This offer is our way of showing appreciation for your past business and to invite you to experience the best of what we have to offer today.

Please feel free to contact me directly if you're interested or have any questions. Looking forward to reconnecting and potentially working together again.

Sincerely,

[Your Name]
[Your Position]

Example for Template 3

Subject: Exclusive Offer for Valued Clients of Bright Insights Marketing

Dear Ms. Rodriguez,

As one of our valued past clients, we at Bright Insights Marketing are excited to offer you an exclusive 20% discount on our new social media analytics platform.

We thought of you because of our successful social media campaign last year, and we believe that our new platform aligns perfectly with your brand's growing digital presence.

This offer is our way of showing appreciation for your past business and to invite you to experience the best of what we have to offer today.

Please feel free to contact me directly if you're interested or have any questions. Looking forward to reconnecting and potentially working together again.

Sincerely,

Tom Bennett
Sales Director

Reconnect Letter Template 4: Responding to Industry Changes

Subject: Navigating Industry Changes - Let's Connect

Dear [Client's Name],

In light of recent changes in the [client's industry], I wanted to reach out from [Your Company Name] to discuss how these developments might impact your business. We have been closely monitoring these trends and have developed strategies that could benefit your organization.

Considering our past work on [specific project or engagement],

our team has the insights and expertise to help you navigate these changes successfully.

I would welcome the opportunity to discuss how we can support you during this time. Please let me know if you would be open to a conversation.

Best regards,

[Your Name]

[Your Position]

Example for Template 4

Subject: Navigating Industry Changes in E-commerce - Let's Connect

Dear Mr. Harper,

In light of recent changes in the e-commerce sector, I wanted to reach out from Digital Frontiers to discuss how these developments might impact your online store. We have been closely monitoring these trends and have developed strategies that could benefit your organization.

Considering our past work on enhancing your e-commerce platform, our team has the insights and expertise to help you navigate these changes successfully.

I would welcome the opportunity to discuss how we can support you during this time. Please let me know if you would be open to a conversation.

Best regards,

Linda Wu

Head of Client Strategy

Reconnect Letter Template 5: Following Up on a Referral or Lead

Subject: Following Up on Our Recent Conversation

Dear [Client's Name],

I hope you are doing well. I am following up on our conversation from [when or where you spoke] where we discussed [mention the referral or lead].

At [Your Company Name], we have been expanding our offerings and refining our services to better serve clients like yourself. Based on our previous interactions and your current needs, I believe our [specific service or product] could be of great value to you.

I would be happy to provide more information or arrange a meeting to discuss this in further detail. Your thoughts and feedback would be greatly appreciated.

Looking forward to the opportunity to work with you again.

Kind regards,

[Your Name]

[Your Position]

Example for Template 5

Subject: Following Up on Our Conversation at the Business Expo

Dear Mr. Wallace,

I hope you are doing well. I am following up on our conversation from the Business Expo last month where we discussed your interest in project management tools.

At TechAdvantage Solutions, we have been expanding our

software suite and refining our project management tools to better serve clients like yourself. Based on our past collaboration and your current project needs, I believe our updated ProjectPro software could be of great value to your team.

I would be happy to provide more information or arrange a meeting to discuss this in further detail. Your thoughts and feedback would be greatly appreciated.

Looking forward to the opportunity to work with you again.

Kind regards,

Elena Gomez
Client Relations Manager

Reconnect Letter Template 6: New Year, New Opportunities

Subject: New Year, New Opportunities with [Your Company Name]
Dear [Client's Name],

Happy New Year! As we step into [current year], I wanted to reconnect and explore potential opportunities for collaboration. At [Your Company Name], we are kicking off the year with some exciting new projects and initiatives.

Given our successful partnership in the past, specifically on [mention a past project or collaboration], I am confident that we can find new ways to work together that will be mutually beneficial.

Let's discuss how we can align our efforts to achieve greater success this year. I am looking forward to the possibility of rekindling our business relationship.

Best wishes for a prosperous [current year],

[Your Name]
[Your Position]

Example for Template 6

Subject: New Year, New Opportunities with GreenScape Designs
Dear Mrs. Larson,

Happy New Year! As we step into 2021, I wanted to reconnect and explore potential opportunities for collaboration. At GreenScape Designs, we are kicking off the year with some exciting new landscape design projects.

Given our successful partnership in the past, specifically on the downtown park revitalization project, I am confident that we can find new ways to work together that will be mutually beneficial.

Let's discuss how we can align our efforts to achieve greater success this year. I am looking forward to the possibility of rekindling our business relationship.

Best wishes for a prosperous 2021,

Derek Chang
Business Development Manager

Purpose of a Reconnect Letter to Old Clients

The purpose of a reconnect letter to old clients is to re-establish contact and remind them of the value your company can provide. It's an opportunity to update them on new services or products, acknowledge past collaborations, and open the door for future business engagements.

Key Elements of a Reconnect Letter to Old Clients

Personalized Greeting: Address the client by name to add a personal touch.

Reference to Past Interaction: Mention previous collaborations or interactions to jog their memory.

Updates and Opportunities: Share new developments in your company that may interest them.

Call to Action: Encourage further communication or a meeting to discuss potential collaboration.

Tips for Writing a Reconnect Letter to Old Clients

Be Professional Yet Friendly: Maintain a professional tone while being warm and approachable.

Be Specific: Reference specific past projects or interests to make the letter more relevant.

Highlight Benefits: Clearly articulate how reconnecting can benefit the client.

Easy Follow-Up: Provide clear contact details and suggest easy ways to follow up.

Customize the Template: Tailor the letter to suit the individual client and your unique relationship with them.