

[Salutation],

[PARAGRAPH 1]: Address problem service/product will solve. Identify who you are.

[PARAGRAPH 2]: List qualifications and plan to solve problem.

[PARAGRAPH 3]: List results of consultation. Explain how plan affects this change.

[PARAGRAPH 4]: List expectations that need to be met to ensure job is completed as promised. List other "problem areas" related to consultation and explain that they are separate from this contract. List extra costs.

[PARAGRAPH 5]: List your price.

[PARAGRAPH 6]: Closing. Reiterate how you will do well at the job. Thank the person for taking time to read.