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Dear X:

I know we haven’t connected in some time, and I hope all is well with you. I am writing to you today to ask for your help and support as I tackle a new challenge in my career as a public accountant.

For the last X years, I have worked at [insert firm and description of firm here]. Our firm provides a full suite of accounting and financial services, including [insert firm services here]. We offer specialized service in a number of areas, including [insert firm specialties here].

I am eager to hopefully take on a bigger role at the firm, and am writing today to ask for your help. I currently work as a [insert position here] and I am on track to make [insert position here] in the next X years. Ultimately, making the leap to [insert position here] will depend on my technical knowledge, my ability to lead and manage others and my success in building strong business relationships. I have been very grateful for your friendship and support in the past, and I could again use your help as I work to demonstrate my business development skills. I hope you might be willing to help me find new clients, who meet the criteria I describe below, or to refer me to individuals who could connect me with potential clients. It would go a long way in helping me take the next step in my career.

I am including a description of my ideal client so you know what kind of clients I’m looking for. [Insert ideal client profile here].

I welcome the chance to have a 15-minute phone call with you or to meet in person to catch up and discuss potential referral opportunities. If you are interested in getting together or would like more information about [insert firm here] and the work I do here, please contact me at [insert email address] or [insert phone number]. I look forward to connecting with you soon.

Sincerely,