

SAMPLE: Keep-in-touch client letter (text only) for BREAKIRON Animation&Design

Dear XXXX,

“Without change, something sleeps inside us, and seldom awakens. The sleeper must awaken.” — Frank Herbert

BREAKIRON Animation&Design was founded in the summer of 2000, following the abrupt closure of Fox Animation Studios. While my company has done very well, my schedule has adapted more and more toward freelance work across the United States. Unfortunately, this means I have frequently been working out of state — often for weeks or more at a stretch.

This year I was determined to bring balance to family, friends and workplace by signing on with a firm full-time. Through a recent freelancing engagement, I was very fortunate to have the opportunity to join **Serious Robots, the 3-D computer graphics division of Trailblazer Studios**. In my new position as lead animator, I will be heading up a team of highly skilled professional animators who strive for unified goals — not without a touch of humor!

Headquartered in Raleigh, North Carolina, Serious Robots is a 3-D broadcast animation and visual effects house affiliated with Trailblazer Studios, which has two lines of business. Trailblazer Studios offers production services for commercial clients in Raleigh and develops creative content for entertainment through its Dallas office.

I'll be relocating to Raleigh and starting at Serious Robots in April 2003. However, by prior arrangement with Serious Robots, **I don't have to lose you as a client!**

For a period of one year — April 2003 to April 2004 — you can receive from me and the team at Serious Robots the same top-quality work with the same fee structure you've always enjoyed with BREAKIRON Animation&Design.

In addition, by continuing to bring your business to me, you can also benefit from related capabilities offered by Trailblazer Studios. With the exception of feature film production work, you are eligible for services from the various artistic divisions of Trailblazer Studios at my customary rates from April 2003 to April 2004.

Owning and operating BREAKIRON Animation&Design has truly been satisfying. The decision to make this move brought on a lot of soul-searching. However, the change is for the best, and I am looking forward to the spectacular opportunities presented by my new position in Raleigh.

I'm hoping you will take advantage of my offer of continued business. Please don't hesitate to contact me at any time using the contact information on my website (www.breakiron.com). After April 15 you can also reach me by e-mail at **charlieb@seriousrobots.com**.

I will definitely miss Arizona — I've thoroughly enjoyed living and working here.
Thanks to cyberspace, I won't have to miss you as well!

Sincerely,

Charlie Breakiron
BREAKIRON Animation&Design

P.S. Remember, you can still benefit from my work — and I'm only an e-mail away.
Keep in touch!