

# How to Write an Endorsement Letter

A well-written endorsement letter can work in your favor. This article explains how to both request and give an endorsement.

## Request an Endorsement

1. State who you are, the name of your company or organization, and your position or role. Remind the reader of your relationship to him/her, if necessary.
2. Use clear, specific language to request the endorsement (clearly describe what it is that you would like endorsed).
3. Explain why you are requesting the endorsement, what it will be used for, why you feel that the endorsement is necessary or why you merit receiving the endorsement, and so forth.
4. Include guidelines for the format, length, or content of the endorsement letter. Also, indicate anything else that the reader needs to do to provide the endorsement, such as filling out attached forms and the like.
5. Indicate by when you need the letter of endorsement.
6. Consider providing a preaddressed, stamped envelope with your request letter if the endorsement letter is to be mailed.
7. If you plan to make a follow-up call to the reader, indicate in your letter when you intend to do so.
8. Thank the reader for considering the endorsement.

## Give an Endorsement

1. Indicate what or who it is that you are endorsing.
2. Substantiate (or give reasons for) your endorsement.
3. If you are endorsing a person for a particular position, role, job, etc., include how long you have known the person, in what capacity, the positive qualities of the person that make him/her a suitable candidate for endorsement (including accomplishments and abilities), etc.  
Be as specific as possible.

4. If necessary, indicate the next step that should be taken or what will happen next. Include a time frame, if appropriate.
5. You may want to include your contact information and offer to give further information upon request.
6. Conclude your letter by summarizing the reasons for the endorsement and by restating your endorsement of the person or project, etc.

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## Endorsement Letter Sample

## Knit Master

10 Main Road, Victoria, Seychelles, Tlp (248) 1234567 www.knit.com

March 15, 2013

Danny Hopkins  
1 South Road  
Victoria

Dear Mr. Hopkins,

I am pleased to endorse to you Katty Doherty, our Shop Assistant Head as a Marketing Assistant Manager. She has been working in an excellent manner for about 4 years. She also has been dedicated herself to learning and practicing marketing strategies of our company.

I am confident she will have a lot of initiatives and creativities in increasing our sales. Besides, she is also used to working under pressure smoothly.

Sincerely,

Brian Smith  
Director

## How to Write Endorsement Letters

An endorsement letter is one of the ways in which a person can show his or her support for another individual, a movement, group, or even a product. Perhaps the most common use for letters like this is for employment purposes, such as when a person is seeking a position within a company and asks for an endorsement letter in hopes of improving his or her chances.

The key to writing a great endorsement letter is to make sure that you give a professional and reliable impression to the person reading it.

This is why it is recommended, firstly, to use formal language when writing it. Avoid slang words or common clichés. Further, make sure that you proofread your letter and correct all grammatical and spelling errors.

If you are endorsing another person, make sure that you have all the necessary details about that individual, including his or her name, the organization or company that he or she is applying to, as well as some background details. It is of great importance that you confirm that all information you have is correct. There is nothing that will ruin your credibility as an endorser more than having the wrong basic information.

As much as possible keep your letter to just one page. While you may feel strongly about the person, group, or product you are endorsing, there is no need to fill pages and pages out. This also means that it is best to highlight just the top three reasons why you are endorsing the person or thing. Include references to personal and professional experiences to support your reasons.

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## Endorsement Letter

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An endorsement letter is often written to endorse a person or program. Similar to a letter of recommendation, an endorsement letter may be written by a former employer or other acquaintance or business associate to support that an individual would make a good candidate for a job. If you are unsure of how to complete this task, the tips and guidelines below will help you write an endorsement letter that contains the pertinent information and looks professional.

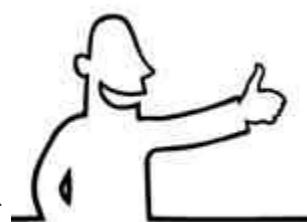
**1. State clearly who or what you are endorsing.** Your letter should indicate plainly what or who it is that you are endorsing.

**2. Back up your endorsement.** Offer support of your endorsement. Your letter should offer clear reasons that you support the person, product, program, etc.

**3. Include all relevant details.** Explain the qualities, skills or qualifications that make a person suitable for the job, why the program is exceptional and your experience with it, what it did for you, etc.

**4. Write your endorsement letter in a professional manner.** Any letter that is written for business purposes should be written using simple fonts that are easy to read. Avoid graphics, an abundance of bold or italic fonts, and leave plenty of white space around borders. This makes your letter look professional, and it is easy on the eyes of the reader.

Always be concise and avoid getting off of the topic. Write in a brief, to-the-point manner.



## Sample endorsement letter

Business or company letterhead

Your name

Company name

Address

City, State, Zip

Contact information

Date:

Recipient's name

Address

City, State, Zip

Dear (Mr./Mrs./Miss/Ms.) followed by last name,

In your introductory paragraph, explain your reason for writing. Quickly get to the point by introducing yourself and explaining that you are writing in support of a person, product, company, etc.

The main body of your endorsement letter should offer reasons and substantiate your endorsement. Explain what the person/company/product did for you or your business, how they benefitted your company, increased sales, solved your networking needs, etc. If the endorsement is for employee reasons, include details about the person's employment with you or your knowledge of their skills, accomplishments and qualifications.

In closing, state your recommendation of the person/company/product once again, and suggest that the recipient consider your endorsement. Offer your contact information so that the recipient may contact you with any further questions or enquiries.

Sincerely,

Your name

Title (if applicable)

Company name

Be sure to sign your name directly above the typed signature. Proofread your document for spelling or grammar

errors, and to make sure that all information contained in the letter is correct. The tips and guidelines above will help you create an endorsement letter that is clearly and professionally written.

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## How do you write a letter of endorsement?

**A:**

When writing an endorsement letter, you must provide support for a person, product, organization or concept. Include several crucial pieces of information to make sure that the endorsement has its intended effect. Depending on how much research is necessary to write the endorsement letter, it should take anywhere from a few minutes to a few hours.

- 1. Identify yourself and state the endorsement**

At the beginning of the letter, state who you are and what or whom you are endorsing. Make sure to include any positions that you hold or expertise that you have that are pertinent to your endorsement.

- 2. List your reasons for the endorsement**

Take care to substantiate the reasons for your endorsement in a way that makes this endorsement have the most impact. If you are endorsing a person for a position or job, include the history of your relationship with the person. State why you feel that he or she is the best person for the job based on your previous experience working with the individual in similar roles.

- 3. Reiterate your endorsement**

Conclude the letter by repeating your endorsement and summarizing why your endorsement matters. Include contact information and, for the greatest effectiveness, offer to answer any follow-up questions in relation to your endorsement.