

Coast Mountain Trucking Association
INFORMATION LETTER - Sample

Written by Barry Desautels

To: Dave, ABC Carriers
From: CMTA Highway News
Subject: Trucking Industry News: Relevant, Timely, Useful

Hi Dave,

The trucking industry is intense.
It operates around the clock and depending on your role,
days turn into weeks very quickly.
And that makes it tough to stay on top of the big picture.
Rules and regulations change, costs seem to always be going
up. The to-do list just keeps getting longer.

On the bright side, there is help available.

I'm (**insert managers name**), Subscriptions Manager at CMTA Highway News.

As a fellow trucker, I was a small fleet owner for over 10 years, running
tridem flat decks and tautliners throughout western Canada and the northwest
U.S. Getting buried in paperwork and phone calls was a regular part of my day.

Our publication is a free E-letter, sent to your inbox 12 times a year by the Coast
Mountain Trucking Association.

The aim is to be an extension of your admin. department monitoring key industry
metrics, and getting that information to you while it's still news.

We are the voice of the Coast Mountain trucking industry. That includes everyone
from single unit owner ops. to the largest integrated fleets. There are a multitude
of issues that affect all of us, and everyone deserves to be heard and be informed.

We work with transport regulators, getting their side of changes
so we can give them to you in language we all understand.

We publish information on trucking safety, driver training, maintenance, repairs, and inspections. Every issue is focused on something that can affect the day to day operation of a trucking business.

And just so we don't miss anything, we do 4 surveys a year in order to get the latest intel on what's happening at our subscriber businesses. The surveys are confidential and in an easy to follow format.

You are the "boots on the ground", the "rubber on the road".

Information is key in this hurry up and wait industry. The more we have, the more effective we can be in providing content you can use.

Join the 1000 subscribers that receive CMTA Highway News.

Sign up today and get your first issue immediately. We look forward to working with you.

Insert sign up box here

Stay safe and thank you.

Sincerely,

(Insert Subscriptions Managers signature)

