Dear \_\_\_\_\_\_:

Israeli companies succeed mightily in selling their products and services to consumers and other businesses (B2B) abroad. However, these companies often neglect an important market: the American government. That’s a big mistake, especially regarding Israel’s cutting-edge solutions in defense, national security, homeland security and cyber-security. There’s much to be gained, given President Trump’s proposed defense budget for fiscal year 2018: $677 BILLION.

Foreign companies, including Israeli companies, don’t know how to land contracts – in this case, defense contracts – with the U.S. government. That’s why I am proposing that *Israel Defense* write an article about the most effective path: lobbying.

“Lobbying” means cultivating relationships with Washington decisionmakers in the Pentagon, throughout the executive branch (the presidential administration) and in Congress. It means advocating one’s perspective, conveying the quality of the product or service, working to secure the U.S. federal government’s allocation of a budget for that purpose and – ultimately and with great care – securing a contract.

One more thing about lobbying in Washington: It must be done legally. Completely legally. Cutting corners, cheating, ignoring the laws – all these carry severe penalties, including fines and jail time.

Such an article would introduce Israeli defense companies to this very important door that’s open to them in Washington.

TSMS is an Israel-based company with expertise in lobbying on defense issues in Washington. TSMS has a Washington representative with access to decisionmakers that only the best, most experienced lobbyists earn.

TSMS officials welcome the chance to speak with your writer about this issue. Please let me know when you’d like me to arrange such interviews.

Sincerely,