

5 Email Templates For Contacting Busy People

...and getting a response every time.



By John Corcoran

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Note From: John Corcoran

Below are 7 email templates you can use to send “cold” emails to someone you have never met before.

I use these templates with Contactually.com, which is an excellent CRM program. But you can also use them in your email program of choice.

If you haven't already, check out my full review of Contactually here:

<http://smartbusinessrevolution.com/follow-up-networking/>

-John Corcoran, SmartBusinessRevolution.com

1. The Guest Blog Post template

Subject line: 4 Guest Blog Post Ideas

Hi [Blog Owner]:

John Corcoran here – we've exchanged a few messages on Twitter and we met briefly at World Domination Summit last year.

I'll get straight to the point: I want to write one of the most kick-ass guest posts you've ever published.

I have been reading your site for about 2-3 years now so I have a good sense of what makes a perfect guest post for your site. I've done a detailed study of the past 10 guest posts you've published, including _____[name of guest post]_____, which I really enjoyed.

I've written for [Get Rich Slowly](#), Copyblogger, and ProBlogger. I back up my arguments with research, data, quotes, and a sense of humor.

Here are four possible topics I think might be really valuable to IWT readers:

-- LIST FOUR GUEST POST TOPICS WITH SHORT DESCRIPTION

Thanks, [Blog Owner]! I'm open to feedback so if you have different ideas, let me know.

I look forward to hearing from you.

Thanks,

John

1. The Sincere Compliment Template

Subject line: I am loving your site...

Hi _____

I just wanted to send you a quick note to say that I admire and appreciate all that you do.

I discovered your site through _____, and I have been listening to your past podcast episodes. I especially appreciated your interview of Guy Kawasaki, which was one of the best discussions of self-publishing as I've heard.

Anyways, thanks again! No need to respond.

Thanks,

John

1. The Introduction Template

NOTE: One of the best tools for connecting with people who you admire is to help them out or to provide something of value to them, and few things have greater potential for value than introductions. Use this template to introduce someone you admire to someone in your network.

Subject line: May I make a quick e-intro?

Hi _____:

I have been reading your site for the past three years, and I love what you do.

I wanted to see if you'd be interested in me introducing you to _____. As you may know, _____ has a thriving temporary employee staffing agency and he may be able to help you with that big research project you mentioned on your last podcast.

Anyways, no harm no foul if you are not interested. But if you are, let me know and I'll do an e-intro.

- YOUR NAME

1. The “Noah Kagan” – Interview Request

Here’s the email template I used to contact Noah Kagan, who is a very successful and busy entrepreneur and founder of AppSumo.com. I have found that entrepreneurs who are in the midst of growing their companies are the hardest people to connect with. Noah’s response to me was “damn you write a great cold email.” He also immediately agreed to do an interview with me.

For this email to work, it helps (but is not mandatory) to have a well-known publication that you’re going to use for your interview.

Subject line: interview for {FAMOUS PUBLICATION}?

Hey _____ -

We have exchanged messages on **{SOCIAL MEDIA PLATFORM - i.e. TWITTER, or FACEBOOK}**. I'm writing an **{ARTICLE/BLOG POST}** for **{NAME OF FAMOUS PUBLICATION, BLOG OR WEBSITE}** about **{XYZ TOPIC}**, and I wanted to see if I could grab 5-7 mins of your time to talk (preferably **{SUGGEST 2-3 DATES IN NEXT 1-2 WEEKS}**).

The topic would be: **{EXPLAIN ISSUE RELEVANT TO STORY YOU ARE WRITING}**.

The basic idea of the piece is **{DESCRIPTION}**.

Let me know if you're interested and we can set it up.

- YOUR NAME

PS: Here's **{EXAMPLE #1 of a PRIOR ARTICLE YOU WROTE}**

PPS: Here's another **{EXAMPLE #2 of a PRIOR ARTICLE YOU WROTE}**

PPS: **{Joke/reference to show you are very familiar with their work}**

1. The “Ramit Sethi”

Ramit Sethi is another very successful, very busy entrepreneur. The New York Times bestselling author of “I Will Teach You to Be Rich” and the blog of the same name has been named by Forbes as one of 20 “Wealth Wizards” alongside Warren Buffet. This email landed me a personal phone call with Ramit.

Again, like the Noah Kagan interview, it helps if you have a famous publication you’re going to be writing for.

Subject line: interview for {FAMOUS PUBLICATION}

Hi _____:

I'm a contributor for {**FAMOUS PUBLICATION**}, and I'd like to interview you for a feature for {**FAMOUS PUBLICATION**}. I know your time is valuable, so to make the most efficient use of your time, I would also use the interview for my {**PODCAST/BLOG/NEWSLETTER**}. My {**PODCAST/BLOG/NEWSLETTER**} gets X number of {**HITS/DOWNLOADS/SUBSCRIBERS**}.

My past guests have included {**NAME 3-4 FAMOUS NAMES -- i.e. THE POPE, SIR RICHARD BRANSON AND BUGS BUNNY**}.

I'd like to talk about {**TOPIC**}. We can do it against the backdrop of promoting your upcoming conference {**or book or new business**} I saw you announced recently.

You can see some of my past features here to get an idea of the type of piece I would do:

{**LINK #1**}

{**LINK #2**}

{**LINK #3**}

If this is of interest to you, I'm happy to coordinate a convenient time and date with you or your assistant. Thank you!

-- **NAME**

1. The Two Week Followup

Here is a template you can use if you have reached out to a busy VIP and you haven't received a response, and at least a week or two have gone by. I suggest hitting "Reply" to your original email message so that your subject line is "RE: _____" with your original subject line. Be sure to include your original message below this template so the recipient can see the original message.

Hey _____ - I just wanted to follow up on my prior email once, in case my previous email got lost in your inbox.

If you aren't interested, no need to respond and I won't bug you further. If you are interested, let me know.

- **YOUR NAME**

1. Following Up after a Face-to-Face Initial Meeting

Here is a template you can use if you met someone for the first time recently at a face-to-face event, like a networking mixer or cocktail party. The goal here is to provide additional information or a resource which is responsive to something the person you met expressed interest in, NOT to send information on your company or product. (That will come later.)

Hey _____ - It was a pleasure meeting you last night at _____ [name of event] _____ at _____ [location of place where you met _____].

I wanted to follow up on our conversation and send you some more information on what we discussed.

Here's a link to more information on that topic you mentioned: _____ [insert link to helpful resource] _____.

I enjoyed chatting and hope we can do so again soon. Keep in touch.

- **YOUR NAME**

1. The 72-Word “Magic Email”

Here is a template you can use to reach out to nearly any influencer, VIP or other important person. Of course, the busier the VIP, the less likely they are going to have time to schedule a call, but I have used this particular template hundreds of times with people who you would think would not have time for a call, and yet they’ve made time.

I think the reason this template works is it’s VERY short, and it’s 100% focused on delivering value to the recipient.

If you can figure out a way to get an introduction first, then this template will be more effective. But I’ve used it both with an introduction and without it.

Hi _____:

I’ve been following your work and I’m a big fan of what you are doing with _____. I think I can introduce you to people who can help with your goals, once I know a bit more.

I’d love to hop on a quick no-agenda virtual cup of coffee to learn more about you via phone or Skype.

Let me know if you’re up for it and we can set it up.

- YOUR NAME

Final Note: Were these templates helpful to you? Please email me at john@smartbusinessrevolution.com and let me know if they were or if they weren’t, and what additional types of templates you could use. Thank you!

-John

John Corcoran

<http://smartbusinessrevolution.com>