

**Important note: These are meant to be used as a starting point ONLY.**

If you copy and paste these directly and simply replace the brackets, you are less likely to find success.

Instead, here's how to use these:

1. First, read the blog post on Eden's site. It goes into great detail on how to build lasting relationships with influencers!
2. Read through the template for your situation, noting the language, email length, and details required.
3. Re-type (DON'T copy and paste) the parts of the template you'll need, adding in details and molding the template to your own language.
4. Check for typos and spelling errors.
5. Cut the email down shorter.
6. Cut the email again.
7. Hit send.

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## Template 1 - Used as a "first impression" to powerful influencers and bloggers.

*Notes: Don't ask for anything. Just include your name (and maybe brand name), and make the experience overwhelming positive and quick.*

**Subject:** Just saying thanks + great job :)

**Body:** hey [influencer]! No response necessary...just wanted to show my appreciate for [something they've done, published, sold].

It was incredibly [helpful, awesome, interesting, valuable, etc].

Have a great day!

[your name]

## Template 2.1 - Used to ask for a favor/collaboration from powerful influencers and bloggers. (Part 1)

*Notes: This email is just asking their permission to share the project, no more. This is 10x more likely to work if they already know who you are, even if just a little bit. Be honest and straight to the point.*

*ABC below is what you're actually wanting to partner with them on. This could be interviewing them for your blog, asking for a quote, or some other favor that is quick and easy to accomplish.*

*ABC should be one sentence, less than 12 words.*

*XYZ is what you're like from them. It should be less than 8 words.*

**Subject:** hey! Quick Q.

**Body:** I know you're busy, so straight to the point 😊

I'm [doing, working on, etc] an [ABC], and would really love [XYZ].

Want me to send you the details? If not, no worries!

[your name]

## Template 2.2 - Used to ask for a favor/collaboration...continued.

*Notes: This emails follows up with the influencer if they give you permission. You should absolutely remain short and crisp, but you should also share the details of the favor.*

*[A], [B], and [C] are bullet points of your favor, request, etc.*

*[social proof] should be 1-2 sentences max giving you legitimacy. See Eden's full blog post for more on how to accomplish this.*

*[your offer] should lay out exactly what the influencer will get in return. Additional exposure? Need to be something they really truly value...which can usually only be found if you do your homework beforehand!*

**Subject:** [this should be automatic when you're replying to them]

**Body:** Sweet!

Here's a breakdown:

[A]

[B]

[C]

I've already [social proof].

Also, [your offer].

Thoughts?

[your name]

## Template 3.1 - Directly asking someone for money, a sale, or an email address.

*Notes: I use this to get sponsors for my podcast/blog, and to collect email subscribers on an individual basis.*

*This is permission marketing, and should be incredibly short (and if you can make it so...intriguing!)*

*[A] is what you're looking for. Ex: "I'm looking for a sponsor for my next episode."*

**Subject:** Question + [your thing]

**Body:** hey! No beating around the bush.

I'm looking for [A], and thought you might be interested.

Want me to send more details?

[your name]

## Template 3.2 - Directly asking someone for (continued).

*Notes: Used as a follow-up when someone grants you permission.*

*[A], [B], and [C] are bullet points of your offer, request, etc. They should spell out in detail what the target will get in return for your request! It should be impressive, and worth their time.*

*[social proof] should be 1-2 sentences max giving you legitimacy. See Eden's full blog post for more on how to accomplish this. You might not need this for simpler requests. Use judgment.*

**Subject:** [this should be automatic when you're replying to them]

**Body:** Sweet!

Here's a breakdown of what you get:

[A]

[B]

[C]

((Optional)) I've already [social proof].

Thoughts?

[your name]

## Template 4.1 - A bolder approach to getting your content shared by influencers you DON'T know

**Warning:** *The following has not been tested by me, as I'd never cold email influencers asking them to share my content.*

*Furthermore, this might be considered deceptive by some. (Or maybe not)....but if you are absolutely set on doing this...the following is a different approach to normal outreach methods.*

*Notes: DO NOT include the link! You are excluding the URL on purpose in order to generate a response. You're aiming for a response first, share second.*

**Subject:** hey! Straight to the point.

**Body:** I know you receive a ton of these requests, so feel free to ignore/decline, but...

It'd mean the world to me (and probably be my crowning achievement thus far in my career) if you did [ABC].

[your name]

P.S. I've done my homework and spent a ton of time on this, so I know it will fit with your [tribe, audience, followers, etc]

## Template 4.2 - A bolder approach continued...

*Notes: The point of this email is to get them to share. Appeal to their empathy sense of duty, etc...and food goodness sake...make your content worth sharing.*

**Subject:** [this should be automatic when you're replying to them]

**Body:** Oh dear. Well that was a fail.

Here's the link: [URL]

Sorry about that :/

[your name]

## Questions? Or want to send a test email to someone?

Question/pitch me at [pete@doyouevenblog.com](mailto:pete@doyouevenblog.com). Practice your follow-up game as well ;)