

GRAB THEIR ATTENTION

How to Write an Email to a Big Shot in your Business

Below I've outlined twelve steps to writing the perfect email to your industry hero. With this guide, you can start building important relationships NOW!

1 Pre-work

Try and "warm" them up beforehand. You can do this by:

- Getting a mutual acquaintance or friend to put in a good word or (ideally) email intro you to them.
- Being part of their world on social media – share, 'like', retweet and (especially) comment on what they say.
- Commenting on their blogs. This is a biggie. Be **specific** about what you liked, or how what they wrote affected you. Feel free to ask questions – they may respond.

2 Subject Line

Basically, anything that will make them open the email (within reason). I like: Factual / Mystery. So, "[something relevant to the email] / [Something odd and intriguing that is somehow vaguely related to the email]".

After you say Hi [name], Dear [name] or whatever feels comfortable to you...

3 Put yourself in context

If you've had any interaction (virtual or in real life) **briefly** mention it.

"It was lovely to meet you at [event] with [mutual acquaintance] last week. [here put a short comment relevant to your conversation]". Eg "It was lovely

to meet you at the JAKE film screening last week with Sarah. Hopefully she's bought some curtains by now!"

or "Thanks again for answering the question I asked in the comments on your last blog! It was really helpful to get your perspective on [whatever it was you asked about]"

4 Add value to them

The biggest mistake people make when emailing big shots, is to make the email about themselves. Here is where you make it about the big shot – and make them love you, and want to do you favours.

Ways to add value:

- **Give them a compliment.** Make it genuine and specific. If possible, tell them specifically what you've changed (for the better!) as a result of what they wrote/made/said/did. Even if it's just your perspective on something.
- **Send them a link to something you think they'll find interesting.** Could be an article, book, movie trailer, event. You'll likely need to do a little research first. This is where your Yes Yes Marsha RESEARCH PDF comes in handy.
- **Email introduce them to someone you think they'll find interesting or useful.** Think outside of their job – again, use your research.
* VERY IMPORTANT RULE: NEVER DO UN-SOLICITED EMAIL INTRODUCTIONS! Check with both parties first.
- Promote their stuff, then report back on how (and why!) you did. Eg, "Your new program about [X] looks incredible – I shared it with my mailing list last week!"

If possible, leave it here and sign-off. Remember, networking is all about LONG TERM RELATIONSHIPS – so, when possible, you want to start slowly, with an email that solely adds value.

But if you do need to ask a question...

5 Rules for asking for something.

Whether you're asking for the answer to a question or a much larger request, these rules always apply:

- 1 • **Don't ask anything you can google.** It's a waste of their time - and your time!
- 2 • **Put the bare minimum of info.** Be respectful of their limited time. Keep it brief.
- 3 • **Ask a very specific question – with a question mark!** Let them skim-read it. Don't ask a big, vague question that would take them hours to answer. Make it as EASY as possible for them to answer as briefly as possible.
- 4 • **Show them you've done your homework.** People want to help people who will use their advice. If you do your homework, it (a) makes it easier for them to answer, (b) shows that you've made an effort, so they will be more willing to as well and (c) shows that you're someone who is worth helping. Remember: people **like** to help, if they know they can make a difference!

Examples:

Bad: "What should I do?"

Excellent: "I've read your blogs about X, Y & Z. And I know that in your book, you've suggested A, B & C. Bearing in mind H, should I do I, J or K?"

- 5 • **Be reasonable.** If this is your first contact DON'T ask them if they'll look over your 1000 page proposal, or fly across the country for lunch.

6 Acknowledge that they're busy.

It's respectful. And when someone implies they'll understand if the person they're writing to doesn't have time to give a response – that person is much more likely to want to give them one.

7 Use Marsha's Magic Secret Sentence.

(warning: contains Mind Control. Use it ethically)

"If you have two mins to hit reply and let me know, that would be fantastic"

Remember to put this soon after your ACTUAL question that has a question mark. You can also modify this to make it even easier for them to respond. Eg "If you have two mins to hit reply and let me know whether you think I should choose A, B or C, that would be fantastic".

8 Smile through your email.

End on something positive, to show them you care about their wellbeing. Eg "All the best" "Hope you're well" "Warmly" or, if you met them recently, "Hope you had a great rest of [the conference]!"

9 Put your contact details under your name.

It should go

Name

Email address

Phone number (including country code in brackets)

Website (if you have one)

Again, you want to make it as **easy** as possible for them to contact you.

10 CHECK IT FOR TYPOS. TWICE.

This is all in caps, because you think you don't need this advice, but you do. Send it to a friend to check if possible.

11 Consider which time of day to send it.

I favour 10.30am or 2.30pm, Tuesday – Thursday.

You can use this app (for gmail or outlook) to schedule when it gets sent (bear in mind time zones): <http://www.boomeranggmail.com>

12 If you don't get a response, don't give up!

The whole reason you're putting so much work into this, is because you know they get 1000s of emails a week. So yours may have just slipped through the net.

If you need a response from them, you can email them again – as long as

you leave 1.5 – 2 weeks between each email.

When you do, hit “reply all”, then just write a **short** line or two, such as...

“Hi [Name],

Just wondering whether you’ve had a moment to look at the below. Would love to know your thoughts.

Warmly!

[Your name]

[Your email address]

[Your number]

[Your website if you have one]”

And you’re done! You’ve just written the perfect email. I’d love to know how it went for you – drop me a line to marsha@yesyesmarsha.com



I’m Marsha, founder of Yes Yes Marsha and Networking Mentor. I work with coaches, freelancers and entrepreneurs who are brilliant at what they do (basically: you) – BUT – who are having trouble getting discovered by the people they **most** want to help through their work.

I can show you how to get noticed by, and build genuine relationships with key players in your industry. This will steer you into a whole new universe of possibilities – including collaboration, endorsements, maybe even these new friends sharing your offerings on their social media platforms and to their mailing lists.

With this boost, you can get your message out to the people that need to hear about it. And the more of them that hear it, the more clients you get!

I would love to show you how to take the ick out of networking – and start to find it actually FUN. For more on how you can do that, have a look at YesYesMarsha.com.