

How to Ask a Favour from a Big-Shot

An Email Template from **Yes Yes Marsha**

Subject line: [Something factual / Something intriguing. For ideas **[SEE HERE](#)**]

Hi [Name]!

[**Mention something s/he did recently**, in a complementary way – to avoid sounding schmoozy, *be specific and genuine!* Best compliment: “**you transformed me**” - **[SEE HERE](#)**. Can be something as small as “**I never knew that before**”]

[**Describe your project** in a concise and exciting-sounding way. No more than two sentences – three at most!]

[**Make your request** – being straightforward but suitably humble. Eg “**Would you be into sharing the link with your followers?**”]

[**Make it REALLY clear and REALLY easy to execute** – eg “I’ve included some text below in case you’d rather just copy and paste. I’ve also made you “Click to tweet” and “Click to post to Facebook” links, to make it even easier!”]

[**Put a VERY CLEAR call to action.** What is the EXACT next step you’d like them to take. Is it to call you? To respond to your email saying something specific (eg “Yes”)?)]

[If you've asked for a response on email, use the magic mind control sentence:

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

(SEE HERE)]

[Put something warm that shows you 1) are aware of what they're doing (and not just sending the same identikit email) & 2) will still like them if they don't do this for you. Eg **"Hope the rest of the tour is amazing – have fun playing Madison Square Garden!"** / Smile through your email **(SEE HERE)**]

[Your name]

[Your email address]

[Your phone number]

[Your website – or the website you want them to look at – if applicable]

[If you're asking them to share something with their followers...

If you've offered to write text for them to copy and paste, put that here.

If you've offered to give them "click-to-share" links, put them here.]

CLICK TO TWEET:

www.clicktotweet.com/basic/

CLICK TO SHARE ON FACEBOOK:

<https://www.facebook.com/sharer/sharer.php?u=http://>

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.