

How to Email a Former Contact or colleague to Ask for a Favour

An Email Template from **Yes Yes Marsha**

Subject line: [Something factual / Something intriguing. [see HERE](#) for explanation]

Hi [Name]!

[Mention or ask about something this person did recently, or that's in their life. If you can, look them up on Facebook/LinkedIn/Twitter/Instagram etc, or ask a mutual friend.

Show them that you have an interest in them as a human being (and not just someone who can do something for you!)]

[Describe the context of your request in a concise and clear way. No more than two sentences, preferably just one – eg **“Since we last spoke, I decided to move on from X Company and am now in the process of looking for freelance editing work.”**]

[Make your request – being straightforward but suitably humble. Eg **“Would you mind recommending me to your friend John Smith?”**]

[Make it REALLY clear and REALLY easy to execute – eg “I’ve written a paragraph below, outlining my skills, experience and contact details, that you can copy and paste to him”]

[Put a VERY CLEAR call to action. What is the EXACT next step you’d like them to take. Is it to forward this email to their friend? To respond to your email saying something specific (eg “I can call you on Thursday”?)]

[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 (a) are aware of what they’re doing (and not just sending the same identikit email to several people), and (b) will still like them if they don’t do this for you. Eg “I saw on Twitter you’re off to Cuba – have fun!”]

[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]

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.