MY EMAIL TEMPLATE TO REACH OUT TO BUSY GO-GETTING GAMECHANGERS

Hello there, and welcome to my Successful Mistake Email Template. This has gone through several iterations over time, so be sure to check the break down below, and some more opinions on the next page.

Hi Dave[1], I hope all is well in sunny LA. Loved your recent article on Growth Hacking[2].

My name is Matthew, and I'm writing a book called The Successful Mistake: *inspiring tips, tricks & tales from successful entrepreneurs*. My goal is simple: *Discover your biggest business mistake and share how you turned it around with the entrepreneurial world.*[3]

I've already interviewed 100+ Inspiring Entrepreneurs (*including: Chris Brogan, Dan Millar, Nat Sisson, Mitch Joel, AJ Leon, Jen Gresham, Srinivas Rao, James Clear, Jaime Tardy, Colin Wright & Erin Blaskie*[4]), but my journey isn't complete. I'd love to grab a 20 minute Skype Chat and add you to this wonderful list.[5]

I explain more here >> bit.ly/great-mistake[6] << so take a look and see if it's a good fit. I appreciate your time and hectic schedule, so hope you don't mind me reaching out.[7]

LET'S EXPLAIN HOW THIS IS BROKEN DOWN, SHALL WE:

[1] **PERSONALISE:** Speak to the person you're speaking to - address them by their name

[2] **BESPOKE INTRO:** Personalise every email you send with a little bespoke message. Maybe it's about where they live, their latest article/podcast, favourite band or sport's team, or a recent Tweet you've seen and have an opinion on.

Don't go overboard and delve too deep. A short sentence will do, and proves in an instant that you're a real person, and not some *spam-bot*.

[3] **INTRODUCE YOURSELF:** This is where you introduce yourself and your project. Again, keep things brief. I dedicate a single paragraph (*aim for 50 words or fewer*) to explain who I am, what I'm working on, and what I hope to achieve.

This also explains why you're getting in touch, so this paragraph needs to provide an instant impact

[4] **SOCIAL PROOF:** Depending on your project, you may not be able to include other names/brands. However, the point is to add some authority to who you are, so think about what you've achieved in the past, worked on, and who you've worked with.

Maybe it's something like, "Author of 2 Bestselling Books," or "As Featured in Forbes, Inc, and the New York Times," or "Past Clients Include…"

Authority matters, as it shows you're the real deal. Don't go overboard, but be sure to paint yourself in a good light. This is your chance to showcase what you bring to the table, and why your project is aces.

[5] **WHAT YOU WANT:** Get to the point! The person reading is busy, so be open and honest with them. How long will it take? Does it require an in-person meeting? What do they need to do?

My tip is to make it as easy for them to say yes as possible. Respect their time and schedule, and don't ask for too much. Those who do, rarely get the response they hope for.

[6] **OFFER MORE INFO:** I don't always like to add a link in an introductory email, but for something like The Successful Mistake, which has a lot of info to share, a link is a MUST.

Some people click on it, other's don't. The option is there should they need more info, but be sure to create a special landing page for them. Don't just point them to your site and say, "Take a look around." That's lazy, and doesn't come across well. Keep it specific and full of useful info.

[7] **THE SIGN OFF:** Sign off with a respectful and appreciative nod to the reader. They've just read your email, and given you time out of their busy day. Keep it short, brief, and full of thanks.

The above email comes in at 141 words. At one point, it was more than double this size. Oh yes, in the last couple of years, I've refined this message over-and-over, cutting as many words as possible. **Why?** Because the people I email get many emails, and have less and less time to read them. I respect this, and want them to make a positive decision in an instant. You don't achieve this with a long winded message.

It all begins with a bespoke first sentence. Although this is the same template I use dozens of time each week, each email is different and sent individually. In fact, I spend about 30 minutes each morning working on these emails, which is 2.5 hours each a week. That's a lot, considering I could send them all via Mailchimp in 5 minutes.

But the personal touch matters, and that first sentence ALWAYS needs it. Use their name, look at their Twitter, see where they live and what they're doing, and use this info to say hello. Simple.

The next paragraph has seen the most change over the years, too. You need to introduce yourself, explain who you are and what you're working on, and why you're getting in touch - all in under 50 words. No easy feat, but the more precise and to-the-point you can make it, the more response you'll see. The amount of people who get back to me today, compared to a year ago, is insane. Keep it short and snappy, and impossible for them to say no.

And the next paragraph is tricky, too. It's hard to show authority if you're new and don't have any, but everyone has a little special sauce that helps them stand out. For me, it's the people already involved in the book. If the person I'm emailing knows somebody I've already interviewed, I add their name to the list. If they're involved in a specific industry, I mention people in that industry, too, because these are their peers.

This whole paragraph is about showing you're the real deal, and someone worth taking seriously. But again, keep it short and snappy. The same applies for the next bit, because you have to state what you want. If you want an interview, say how long it takes. If you need an in-person meeting, say so, and mention a good time and place, too. If you want something else from them, be honest. Don't waste their time. Don't hide the truth.

If you do, it'll bite you in the butt further down the line.

Finally, point them to somewhere with more information. Keep this email as short as possible. If they want more detail, they can click on the link and read your about page or watch your video or unearth the full ins and outs and your dedicated landing page.

Oh, and whenever possible, use a URL Shortener like bit.ly. Not only does it cut down on clutter, but it makes it easier to track how often people click.

Like I say, this email has gone through several iterations, and I continue to tinker away to this day. Use it as a guide, tailor it around your needs, but remember, **keep things short & snappy!**

Your Short & Snappy Template:

Hi [NAME], [PERSONALISED INTRODUCTION - SHORT & SNAPPY].

My name is [INTRODUCE YOURSELF, YOUR PROJECT & WHAT YOU WANT FROM THEM]

I've already [SOCIAL PROOF & AUTHORITY]. I'd love to [DEFINE WHAT YOU NEED]

I explain more here >> [MORE INFO VIA SHORT-LINK] << I appreciate your time and hectic schedule [FINISH WITH A THANK YOU & A PERSONALISED SIGN OFF]

INVITE OTHERS TO JOIN
THE SUCCESSFUL MISTAKE ADVENTURE