

Blogger Outreach (Email) Template

COMPANY: _____
 PRODUCT/SERVICE: _____

Here is a template to follow to increase your chance at success.

- 1 Identify the influencers in your market
- 2 List them in a spreadsheet
- 3 Follow them on Twitter
- 4 Read their blog
- 5 Comment on their blog
- 6 Tweet and share their posts that you like
- 7 Subscribe to their email newsletter
- 8 Reply to their email newsletters with generosity and sincere praise.
- 9 Buy their books, read them, review them and blog about them.
- 10 Remember: Lead with generosity and form relationship before you "ask" for anything

Pro Tip: Don't even ask for anything. They know you'd love a retweet, back link or endorsement. If it's good enough, they'll do it without you having to ask

↓ When it's time, follow this format

Blog Area	Example	Why it works	Type your own here
Greeting	Hi Adam,	It's personal and friendly	
Personal intro & sincere praise	I've been a fan of your blog since I was referred to it by a friend in 2012. ---or--- Your recent writeup in the _____ publication caught my attention, and it prompted me to reach out to you.	It shows you know, like and trust them.	
Lead with generosity	Also your blog post about _____ resonated with me so much that I emailed it to our 5,217 subscribers and tweeted it to my followers. ---or--- I also loved your book. I bought a copy and left this 5 star review on Amazon.	It shows you have already been generous to them. The law of reciprocity.	
Tell them	I've just written a blog post sharing what I learnt from your book. http://bit.ly._____	It is short and simple.	
Ask	If you felt it was worthy, I'd really love a retweet, but if you don't I understand too.	It gives them an out too.	
Close	Anyway, I see you'll be speaking in Australia soon. If you get time for a surf when you're in Sydney, try to make it to Bondi it's a great beach!	It shows you are helpful, attentive and thoughtful.	
Your details	All the best, Adam Franklin @Franklin_Adam Marketing Manager, Bluewire Media www.BluewireMedia.com.au	It allows them to do their research on you or jog their memory as to who you are. It lets them see if you are legit!	

Pro Tip: If you don't get a reply, don't hassle them, and don't give up either! Go back to the 10 step process and try again later. Keep being generous and helpful, and you'll get there eventually.

Hat tip to Rand Fishkin & Tim Ferriss for paving the way here!