

# Press Send with Confidence

Five Winning Email Templates to  
Cover the Most Common Situations Faced  
When Expanding Your Reach in Business



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In 2014, over **108.7 billion emails** were sent and received **per day worldwide**. If you're anything like me, you probably feel like they were all sent to you! Staying on top of email is a vexing problem for many of us. But, for better or worse, email communication is still an effective and efficient way to communicate.

The table below shows the growth of per user emails sent and received for business. Needless to say, receiving an average of **71 'legitimate' emails per day**, after wading through SPAM and other means of communication, such as personal texts, emails, IMs, etc. is exhausting. These are just business averages. The numbers are much higher for high profile influencers like who we want to connect with.

Business Email	2011	2012	2013	2014	2015
Average Number of Emails Sent/Received Per User/Day	105	110	115	120	125
Average Number of Emails Received	72	75	78	81	84
Average Number of Legitimate Emails	58	62	65	68	71
Average Number of Spam Emails*	14	13	13	13	13
Average Number of Emails Sent	33	35	37	39	41

Corporate Email Sent and Received Per User Per Day, 2011-2015

It's no surprise that people have found ways to spend less time on emails. And one of the first ways to screen emails is by **sender**. If you are an unknown sender to a recipient, aka, you're sending a '**cold email**,' then you better have a great **subject** line. And once your reader gets past the subject line, you'll need to **say something attention grabbing** within the first few words or it will be on to the next, and your request will go unheard.

This free resource provides **some of my most used and successful email templates**. With these templates you will have what you need to:

- reach out to a potential interview subject for your blog or podcast;
- request an introduction from someone with whom you're connected, but not closely, to connect with someone in her circle of influence;
- introduce people in your circle who have synergies and are not already connected;
- send an email to pitch yourself as a podcast guest or interview subject; and
- send an email to someone who has not delivered on a promise.

I have interviewed almost 200 people, both for my podcasts and during live events and conferences. I am connected with thousands of people on social media and in person, with hundreds of whom I have regular contact, and have made countless introductions by email. All of this activity has positioned me as a connector, which affords me with great access to people and events that further my own goals.

**You can position yourself as a go-to, top of mind influencer, as well.**

Using these email templates I've had only 1 NO to a request and 1 NO REPLY (which I'm confident that I'll turn into a 'yes' before all is said and done!). I've used them to obtain interviews with Hollywood actor **Tiny Lister**, sales guru **Guy Kawasaki** and customer service wiz **Peter Shankman**, and for introductions to top ranking officers and writers at publications like [Black Enterprise](#), where I am now a contributing writer

and [Forbes](#), where I was featured for my thoughts on issues regarding women of color in corporate America.

You too can connect with influencers and decision-makers to achieve your goals.

### **Have you ever received a bad email?**

Like you, I've also received my fair share of, frankly, bad—really bad—emails from people asking me for interviews on my [Her Power Hustle Podcast](#) or for endorsements or introductions. There are times when I take the time to explain to the sender the problems with her email. But usually I just press delete...and exhale, one fewer email I have to deal with.

So, with that background, what follows are my favorite email templates to achieve some very common goals in business.

## **BONUSES**

Since you will now be sending much improved emails, won't it be great to know whether they've been opened? Well, there's an app for that. There used to be a time when we could only track our emails sent in-house. Well, **Streak** (<https://www.streak.com/email-tracking-in-gmail>) lets you track whether your emails have been viewed. I've used it successfully with Gmail recipients, however it's not 100% and even less accurate for non-Gmail accounts. HOWEVER, it is worth a look, because if your email isn't opened you can send a tickler email confidently to follow-up.

**OK, let's get started. Confidence is what this guide is all about!**

## The basic structure every email should have

A successful outreach email guides readers from introduction to your idea, which they will be open to hearing if the email flows effectively. If your email is well-organized, the reader will clearly understand the who, what, why, and how of the email's content from start to finish. The components of every cold email are:

- Compelling Subject Line
- Appropriate Salutation/Greeting
- Clearly stated commonality or connection
- Introductions (you--people do business with people--and your company)
- The Pitch/Ask/Main Point
- Sign Off
- **AND BEFORE PRESSING SEND – SPELLCHECK AND PROOFREAD**

## Following are my top FIVE email templates to:

1. Reach out to a potential interview subject for your blog or podcast;
2. Request an introduction from someone with whom you're connected, but not closely, to connect with someone in her circle of influence;
3. Introduce people in your circle who have synergies and are not already connected--**THIS IS THE MONEY MOVE FOR YOUR POSITIONING**;
4. Send an email to pitch yourself as a podcast guest, interviewee; and
5. Send an email to someone who has not delivered on a promise.

## 1. The ‘Cold Email’ to an Influencer

**[Subject, I am generally contacting people for podcast interviews, however you can say ‘informational interview’ here as well]:** Interview request for [publication/podcast name]

**What follows is my unedited email to Guy Kawasaki, to which he replied within 24 hours—granting the interview.**

**[These days people are less inclined to say ‘Dear’ or ‘Hi’ but you may use your own judgment based on what you know about the recipient’s personality]** Guy-

I'm a huge fan of your work and Canva (I tweeted about it-thx **[again, this is colloquial because Guy is super laid back, for a more formal recipient I would spell out thanks or thank you]** for iPad app!! Yay **[I’m requesting an interview and conversation, so to say ‘yay’ is a glimpse of my personality and that the conversation will be fun]**). I’m also a member of [Redacted] community. **[I lead with the commonality or connection. If you have no connection personally, then talk about what you know about her product or POV on a topic or passion—social media makes this very easy]** For the past year and half I’ve co-hosted a podcast, [They Met Online Podcast](#), with my ex, who I met online. We talk about real issues in life and love. I also write on relationships in business and love for sites such as blackenterprise.com and PaulCBrunson.com as well as for women in business. **[Because I’m approaching him as a sort of journalist/correspondent I list a few publications as validation. If you are seeking an informational interview you can talk about your own background briefly in a way that the recipient can see a connection.]**

I'm putting together a series of interviews with successful guys like you, Pat Flynn, Peter Shankman and Dave McClure (to name a few) based on the famous book by the late businessman, Reginald F. Lewis, "Why Should White Guys Have All the Fun?" **[Here's the lead in to the ask. FYI, all of them agreed.]**

I'm inviting you to chat with me in November or early December for 15 minutes to discuss via Skype your own journey to successful brand evangelist and businessman, while balancing your personal life and outside interests. **{I'm super specific about the amount of time, although I give them a broad window because I know how busy their calendars are, the method of communication and very granular purpose for our chat. If you've listened to our interview then you know that we chatted a bit longer and we let the conversation flow organically.}** I would be happy to provide you any additional information you need to help make your decision. **{If the recipient has a mental objection you are letting her know that you are willing to provide whatever she requires to get to a 'yes.'}** I truly hope you are able to participate.

All the best and thanks so much for all the work you do to help budding entrepreneurs like me succeed! **{Sincere appreciation and acknowledgment of his efforts in my area of interest—it also lets him know that I am a member of his target audience—entrepreneurs}**

Cheers,



## On your own

Use the space below to:

- Identify 2 or 3 people to contact
- Identify for yourself a strong 'why' for connecting with them
- Identify something you may have in common, a point of interest for her that you can mention in your email
- Identify relevant highlights of your own background that would pique the recipient's interest

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## 2. The request for a business connection

**This template presumes that you are not closely connected with the recipient, but are connected well enough professionally that with the additional information you provide in the email she will feel confident connecting you to the intended influencer.**

**Note, I have only rarely requested a connection from someone I am not closely connected with, HOWEVER, I receive tons of requests, so what follows is the 'cold email' that would move me to help the sender—aka the emails I wished I received.**

Michelle-

It was great meeting you at the networking Meetup last week. **[Much like the cold email to an influencer, you want to connect or refresh a memory at the outset]**. When we chatted you mentioned that you were a contributing writer with Black Enterprise **[remembering something that I said when we met, even if self-serving, is great]**. I have read a few of your articles and really appreciated your article on tips for attending conferences on a budget. **[Always do research on the person you're contacting, however, only give compliments if they are genuine]**.

As I mentioned when we spoke, I have written for a few local business blogs, and have my own blog where I talk tech and entrepreneurship [more details, but not too many]. Here's a link to my most recent post. **[Since they want me to connect them for a writing opportunity, including something they've written is helpful and obviates my need to try to find something they've written, which I may or may not do, depending on how much time I have or how good I felt about our initial connection. Bottom line, make it easy to help you]**.

If you would be willing, I would greatly appreciate an introduction to someone on the editorial staff at Black Enterprise. If you would like to receive additional samples of my writing or would like to chat about my request further I would be happy to do so. **[Simple ask, with opening for additional follow-up and anticipation of any objection that I may have.]**

I look forward to seeing you at the next Meetup and I look forward to your reply.

Best,

## On your own

Use the space below to:

- Identify 2 or 3 people with whom you'd like to connect
- Identify for yourself a strong 'why' for connecting with them
- Identify something you may have in common, a point of interest for her that you can mention in your email
- Identify relevant highlights of your own background that would pique the recipient's interest

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### 3. The Introduction - This is THE MOST POWERFUL tool in your arsenal

**I send at least 4 or 5 of these emails each week. In fact I even use Twitter to make connections. Being seen as a 'Power Connector' is a great way to keep you and your brand top of mind and position you as a go-to. How you use that positioning is up to you!**

Subj: Hedge Fund Formation Inquiry/eIntroduction **[Always summarize exactly what the email is regarding]**

X and Z-

I am connecting you because **[synergies may not be obvious so state clearly why you think this connection is beneficial to BOTH recipients]**, in addition to being powerhouse sisters **[this is specific to my tribe, and is language that resonates with the readers]**, I believe there exists synergies between you. Z is a savvy business strategist and has been quite successful in **[industry or related topic/expertise]** and is eager to form a hedge fund. X, is an

incredible private equity attorney and keen strategic business advisor. Your paths may have previously crossed, but I wanted to bring you to one another's attention, after a recent conversation I had with Z.

**[Variations, I sometimes include website links or other appropriate information to give a deeper insight as to why I believe synergies exist. Again, these ladies are superbusy powerhouses and the words that I've used are sufficient, when coupled with their knowledge of the caliber of people with whom I'm acquainted. This is where your reputation matters a great deal, so for your own benefit, be sure that the connections you make are truly beneficial, or you genuinely believe can be beneficial, to all involved.]**

Please feel free to share additional contact information and move forward directly **[while it may seem obvious, sometimes people still need a CTA-Call To Action-as one may be expecting the other to connect first. This lets them know either can make the first move.]**. As I always say, this is your official Her Power Hustle chocolate meet peanut butter connection.

Hustle On!

Michelle

**[This is not a long email, we're all busy people. However, it's quite powerful, as Z mentioned to me her interest and I know that X is always open to new clients and connections. Additionally, I lend an endorsement to the connection with the use of adjectives like powerhouse and savvy. These kinds of words should only be used if you genuinely feel them.]**

## On your own

Use the space below to:

- Identify 2 people you think would benefit from a connection
- Identify for yourself a strong 'why' for connecting them

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## 4. Pitch You!

**[Email received from a podcast agent, pitching her clients to my Her Power Hustle Podcast audience]:**

I'm wondering if you'd be interested in interviewing other people that have highly successful (7 or 8 figure) businesses and are able to share actionable advice? Let me know what type of guests would be a great fit for your show, I'd love to see if I can connect you with some highly successful entrepreneurs I know / work with.

**[Email from me to another podcast host, pitching my expertise. You can also include a speaker one-sheet or link to prior interviews you've given, if applicable]:**

Hey [Name]!

Congratulations on ## episodes of your podcast **[this host had recently celebrated a milestone; note this shows that I listen to her show--if you're pitching yourself at least be familiar with the medium and content, it's**

**really obvious when someone is blind messaging]**! That's truly a milestone and exciting. I'm about to tune in to listen to your chat **[current episode]**.

I also wanted to throw my hat into the ring if you're ever looking for a guest to discuss building strong networks and relationships in business online and offline/being a power connector, please do think of me. I'd love to share that info with your listeners. **[This particular host is very familiar with me and my area[s] of expertise. Below I include a more formal pitch. This host actually asked me to come to discuss a totally different topic because of familiarity with my knowledge base. I discussed the benefits of podcasting and how to create your own. Remember to be flexible.]** Thanks!

Hustle on!

**[This email template is a 'cold email' and more formal. It's an actual email sent to me by a potential guest]:**

Hi Michelle,

I hope you are having a great week and a fantastic summer! I went to Syracuse for grad school so not far from Cornell! **[He created instant connection and showed that he'd researched me.]**

I'm a business and executive coach. I work with entrepreneurs and executives to help them get known and stand out by building key skill sets and their brand platform (including career/business transitions or just the next step in their business life), and improving their business strategies/processes. I focus on helping them develop social and communication, business networking, influence, charisma and leadership skill sets.

*My bestselling book, [Link to referenced work], the how-to-guide on building personal and professional relationships, has sold more than 30,000 copies on Amazon, has been #1 in four business and self-help categories, and has more than 120+ five star reviews. I'm also a frequent contributor to publications such as Brazen Careerist, Thought Catalog, The Good Men Project, Under30 CEO, KillerStartups, YFS Magazine, YourTango, Inspirationfeed, and many others. I've been on a several dozen podcasts [links].*

*I have some ideas for podcasts that I think your audience would love around building important relationships and having clarity around your purpose: **[What is the benefit for my audience! Remember when pitching to write or be interviewed the host is concerned about her audience getting a benefit. Below he pitches a few topics and summary. Make it easy for the host to say 'Yes!']***

**1. How to unlock ultimate success through your relationships.**

Everything we accomplish in life is with or through other people. Your success, happiness and fulfillment is based on your relationships with others and yourself. Your ability to connect, build and develop personal and professional relationships are undervalued skill sets that few people ever develop. I'll show you key ways to do this quickly to help you stand out, get known, and create intrigue with others.

**2. Learn how to be instantly irresistible to anyone you meet.** Have you ever wondered how you can be the most magnetic, powerful, and influential person you know? The key here is to understand and develop rapport, likeability and trust with people quickly to get them to want to spend more time with you. I'll show you how to do this to transform your interactions to create the business and life you love.

### 3. **How to find your business purpose and vision when you are lost.**

I'm finding more and more entrepreneurs and executives are feeling lost and bored because they haven't created an inspiring path forward that is in alignment with their purpose. They've focused for so long on getting to point "A," they never have taken the time to look ahead and then get stuck.

Let me know the best way to follow up with you. You can find out more about me here. **[Include links to your about me or other bio info]**

Thank you for your consideration!

#### **On your own**

Use the space below to:

- Identify 2 or 3 publications, blogs, podcasts, etc. where you'd like to be featured
- Identify for yourself a strong 'why' for connecting with them
- Identify relevant highlights of your own background that would pique the recipient's audience's interest

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## 5. That Awkward Moment - Following up with someone who hasn't delivered as promised

**[It's unfortunate that people don't deliver as promised, however, I'm surprised by the number of people who have expressed to me that they don't know how to inquire, and therefore they don't follow up.]**

Hey [name]-

I'm following up on your estimated delivery of [xyz]. We discussed that you would deliver/forward to me by [date]. Please let me know if you've encountered some difficulty and when I should expect that you'll send it along.

If there has been some change to your circumstances please let me know so we that we may move forward accordingly.

I've enjoyed working with you to date, and would like to continue to do so.

Regards,

**Final Note.** I love hearing from members of the Her Power Community, like you. Please let me know if these templates are helpful to you and what other types of templates or resources would help your business succeed.

#weallwin,

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