

EMAIL OUTREACH TEMPLATE

Warning: Do not throw this template directly into your automation. The email template is a guide to help you build your own genuine and engaging outreach email. Being genuine and natural will get the best response for outreach. This is a template to help you structure your outreach email for the best results.

SUBJECT LINE:

Don't make your intentions 100 percent obvious here. Just like other subject lines for marketing, make it something someone would wonder what you are talking about enough to click.

If I were sharing this blog out to get links to: "7 Things Every Marketer Should Do to Prepare for 2017 Planning," we would give a stat or statement about planning for 2017.

Hey [Name],

[State something current and relevant to avoid seeming like automation]
Good afternoon, hope you are bearing up ok with the [appropriate adjective] weather you've been getting over there. Here in [Location] we haven't seen it as bad as you've gotten.

Just shooting over a quick email as we have put together a great guide on preparing for 2017's Marketing. The post covers 7 things every marketer should do to prepare for 2017.

See it here:

<https://www.salesfusion.com/resource/7-things-every-marketer-should-do-to-prepare-for-2017-planning/>

Hope you enjoy the read and if you can help share this out, it would be much appreciated.

Let me know if you have any questions about this.

Thanks,

[Name]

Keeping the conversation short and too the point will be the best. Stay away from complementing their site and using specific URL's to their content.

If you have done your research, you should know that your content is a good fit for the topic covered in that blog. Whatever links or products you would like added to their blog, allow them to use their best judgement to place it where they see fit.

Also, if there is added value you can bring to their blog. You can mention that you saw something unique about your topic that hasn't been in other articles around that same topic.

Example:

I wonder if you have seen how to use 2016 data to drive plans for 2017. I didn't see you mention it in your article. Here's an article from Salesfusion that mentions this valuable information. (and link in the last sentence).

Remember to keep it natural to get the best response.