

Email Template to GRAB Attention

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Note: When writing emails, remember to talk as a potential friend. Don't be too wordy. Feel free to use bullet points and get to the point.

These emails should have 6 parts

Part 1

Subject Line for your email: Your subject line has a better chance of getting opened if it stands out. This is called a hook (hook in their curiosity). Be bold, make it short, and add an emoji, so they want to open it.

Examples

Can I send you a 🎁?

Can I send 'Jackson' a birthday present? Note: This is a great one to use if you notice they have a kid, wife, husband, mom, dad, or friend with a bday coming up.

Exclusive...just for you!

Do you work with small shops?

Urgent: Time-sensitive

Write the subject line you will use here: _____

Part 2

Start with their first name and spell it right! Don't start with Sir, Mr, Mrs, or anything formal.

Hey #name

Hi #name

Heyooo #name

What is their first name? Write it here: _____

Part 3

The first sentence should be about THEM, not you.

I just saw your post on xyz, it made me so hungry and I put it on my to make list this week!
Thank you for the idea! (give them a true compliment).

Look through their feed wherever they are posting and what was your favorite post and why? Write it out here: _____

Part 4

Solve their problem! Serve them first.

I was wondering if I could ship you a silverware drawer organizer (insert your product). I saw yours in your stories and thought this could help you find the scissors easier (solve a problem with your product you see them having).

Write out how your product will serve them: _____ (hint: if you are suck here, ask in the fb group! We are here to help)

Part 5

Call to action:

Shoot over your address, and I'll get it over to you asap!

Write out your call to action: _____

Part 6

Sign it with your website and social below

Talk soon!

- Alison Prince (and rockstar team)

Alisonjprince.com

@alisonjprince

How will you sign it and which account will you link to so they can see more of your product line up? Remember you don't need a (big) following...so don't let that stop you. You can link directly to your shop or links on marketplaces. _____

Now, type out all 6 parts to your email that you wrote out above and get in those influencers inboxes! Why? Because You CAN!

*Note: When you get responses back, make sure to follow up with them.
Prompts on the 'They said yes, now what?' document*