

## Email Templates brought to you by **FOUNDR MAGAZINE**

### Cold Pitch



Dear <INSERT NAME>

Your details were passed onto us by a Foundr Magazine community member.

I'm the editor of 'Foundr Magazine', distributed on the Apple Newsstand & Google Play store. The Magazine is currently read in over 80 different countries and is a 'Top-10 Business & Investing Magazine' in the app store.

Our covers have been blessed by Sir Richard Branson, Arianna Huffington, Seth Godin, Tony Robbins, and many other game changers. We'd love to feature Jamie for a 2016 cover story. **(INSERT SOCIAL PROOF)**

I'd love to share with our readers Jamie's inspiring story of becoming a serial entrepreneur and starting many successful businesses. I'd also like to focus on his latest book 'Everyday Super Food', and help with his mission towards showing young people how to eat and live well. We have a very young audience of hungry entrepreneurs around the world. **(INSERT THE VALUE YOU WILL GIVE IF THEY SAY YES)**

A little more about our reach: **(PLUS THEY GET THIS)**

- Monthly readership of the magazine of 25,000+.
- Email database of 70,000+.
- Social media channels of 500,000+
- Website 50,000+ hits a month
- Popular podcast with 5,000+ downloads per episode.

We usually conduct our interviews via Skype and would need 20-30 mins with Jamie for this front cover interview. This will allow us to syndicate the interview in the magazine, podcast, blog post, and EDM.

I have attached the front cover feature we did with Richard Branson so you can get a feel for how this potential feature would turn out.

Hope to hear from you soon,

Wish you a fantastic day!

**Nathan**

**Email follow up if you do not hear from the person you're pitching (follow up in 7 days)**

Hey - I know you are super busy and this might have gone off your radar, just wanted to make sure you got the email below.

Thanks!

**Nathan**

**Email follow up if they say no**

Dear <INSERT NAME>

This is just a friendly follow up to see if <INSERT NAME> would still be interested in being a front cover story on a future issue of Foundr Magazine.<INSERT WHAT YOU'RE ASKING>

Since we last spoke we have featured Arianna Huffington, Fabio Rosati (Founder of Elance), Dave Goldberg (founder of SurveyMonkey), and many more extremely successful entrepreneurs. <SHOW YOU'RE CONTINUING TO GROW>

It would be an honor to feature Barbara, and inspire our readers with what is possible through entrepreneurship and delve deep into how she built her fortunes in real estate.

I have attached Arianna Huffington's feature so Barbara can get a feel for how her feature will potentially look. <INSERT MORE SOCIAL PROOF>

Barbara started her business with no more than \$1000, which is a common situation for many of our aspiring young entrepreneurial readers of Foundr Magazine. I would appreciate that Barbara looks upon this request with favor. <INSERT YOU KNOW OUR STUFF ABOUT THIS PERSON>

Many thanks,  
**Nathan**

## Asking for an intro (short email)



Hey <INSERT NAME>

I wanted to shoot a quick intro to Nathan Chan. He's the editor of 'Foundr' magazine.

He would like to feature you to their audience of 25,000+ monthly readers of Foundr-Magazine, plus their podcast listeners, and social media channels of 500,000+ **(SOCIAL PROOF, SHORT AND TO THE POINT)**

I'll let Nathan fill you in with a bit more details :)

Thanks!  
**Nathan**