

Session 5:

Fill-in-the-Blank Warm Email Templates

Option #1: Point Out Some of Their Marketing Content or Copy

SUBJECT: Your **<marketing content you want to point out>**

Hi **<prospect name>**,

I've come across your website a few times and I noticed that you're starting to publish a lot of **<marketing content you want to point out>**.

Do you have an internal resource for this? Or are you working with an outside professional?

I ask because I'm a business writer who focuses on the **<target market name>**. I specialize in writing **<type of assignments you focus on, even if it's broad>**. Depending on your situation, I may be able to help you get these pieces produced faster and more cost effectively.

Here's a link to some samples of my work: **<URL>**

Would it make sense to connect?

Example:

SUBJECT: Your white papers

Hi Jennifer,

I've come across your website a few times and I noticed that you're starting to publish a lot of white papers.

Do you have an internal resource for this? Or are you working with an outside professional?

I ask because I'm a business writer who focuses on the financial services market. I specialize in writing white papers, eBooks and long-format reports. Depending on your situation, I may be able to help you get these pieces produced faster and more cost effectively.

Here's a link to some samples of my work: **<URL>**

Would it make sense to connect?

Option #2: Point Out Something You Noticed About What They're Doing

SUBJECT: Loved your **<prospect's initiative or purpose>**

Hi **<prospect name>**,

I came across your website this week and noticed your **<prospect's initiative or purpose>**. I'm very familiar with **<topic or area of attribute>** because **<how it ties into your own background or experience>**.

I'm writing because I'm a **<your title/profession>** who works with **<type of organizations you work with>** to help them with **<your target market or types of projects you work on>**.

Here are some samples of my work: **<URL>** *[Alternatively, you could point to your Home page or About page. Or you could point out something else that would add credibility to your message.]*

I'm not sure if you occasionally work with outside **<your title/profession>**. But if you do, I'd love to know what it would take to be considered for a future project.

Should we connect?

Example:

SUBJECT: Love what you're doing with Sparx

Hi Belinda,

I've been following the growth of your Sparx online learning initiative. I'm very impressed with what you're doing here and the impact it's having on high school students.

I'm writing because I specialize in writing marketing content for training and online learning companies. I use my experience as a 22-year educator and as an avid proponent of online learning to deliver persuasive writing that hits the mark.

Here are some samples of my work: [<URL>](#)

I'm not sure how you're handling the writing of your marketing content, but I'd love to know what it would take to be considered for some of these needs.

Should we connect?