



Scripts

that sell

# Scripts that sell

Use the scripts below to help take the pain out of selling, and working with brands. And feel free to “you” them up by changing them around to suit your style, tone and personality as well.

## Cold Introduction email : PR

(to get onto PR call out lists for new releases, news, updates, event invitations, samples etc...)

Hi **[their name]**,

I am **[your name]**, I am a blogger at **[your blogs name]**, and myself and my **[XX number of readers or other impressive stats]**, are all massive fans of your **[product/brand]**.

I am sending you this email as I wanted to introduce myself and my blog, and I would also love to be added to your online media list, or call out list for any upcoming news or new product releases.

As part of my blog I cover **[maybe include any types of posts that might be relevant aka outfit posts if they are a fashion brand, or review posts]**... and I can see **[product/brand]** fitting in really well there too.

If you want any more information, please find my full media kit attached, or please feel free to email me at any time.

I look forward to working with you.

**[Your name]**

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## PR enquiry (when they want you to work for free, and you don't want to)

Hi [name]

[insert your standard greeting here].

I love the sound of/am a big fan of **[product /brand]** and I think my readers will love it too, so I'd love to help you promote it.

However I have to be fair to my paying sponsors, so I won't be able to do any unpaid promotion for **[name of product]** I'm afraid. However if your client does have any budget at let me know, as I do have a range of great promotion options that I think would work really well (all the details are in my media kit attached).

If you need any more information please let me know,

**[sign off & name]**

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## Cold Introduction email : Advertising

(To send to a brand you think would be a perfect match as an advertiser on your blog!)

Hi [name]

[insert your standard greeting here].

I just wanted to quickly get in touch to introduce myself, and my blog **[blog name]**, and to see if I can help you to promote **[product or brand name]** to the **[some stats from your site]** who visited **[blog name]** this month.

Please find attached a bit more info on **[blog name]** & my readers, as well as some of my more popular promotion options, like the **[name of a relevant package]** that I think would work really well for you.

I'd love to chat with you more about we can work together to great some amazing results for you and **[brand]**.

Looking forward to hearing back from you.

[sign off & name]

## Follow up 1 (after 1 week)

Hi [name]

[insert your standard greeting here].

I just wanted to make sure you received the info I sent through last week, and see if we can organise a time to chat about some of the really fun and engaging promotion opportunities that **[blog name]** offers (and that I think will work brilliantly for you guys).

If you are interested in in discussing how I can help you have an amazing year in 2014 please email me back asap.

[sign off & name]

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## Follow up 2 (after 2 weeks)

Hi [name]

[insert your standard greeting here].

I'm not sure if you got my other emails (I know how hectic inboxes can be) but I actually have a pretty amazing offer on right now, that I think would work really well for [brand name] so I just wanted to send it through!

### THIS MONTH ONLY!

Any bookings over \$XX get XXX .... [details of offer here]

So if you were looking to promote [brand or product] and were looking for a highly engaged audience of [details of audience] to promote it to, then email me back asap as I'd love to help you do that.

[sign off & name]

## Follow up 3 (after 2 months)

Hi [name]

[insert your standard greeting here].

Just getting back in touch to see what exciting things you have planned for the next few months, and to see if we can help you make those exciting things even better with one of our promotion options?

Please find attached our latest media kit which includes our latest stats, and a bit more info on me and my readers.

If you have any special timings or launches planned you'd like to give a little extra push let me know.

[sign off & name]

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## Inbound ad enquiry response (when they email you!)

Hi [name]

[insert your standard greeting here].

I love the sound of/am a big fan of **[product /brand]** and I think my readers will love it too, so I'd love to help you promote it.

Please find attached a bit more info on my blog and my readers, as well as some of our more popular promotion options (the **[name of relevant promotion option]** is my favourite because **[reason why it suits this brand]** ).

I am also more than happy to put together some other suggestions that I think will work for you if you can let me know more about your budget, timings and what you are hoping to promote.

Either way, or if you need any more information please let me know.

[sign off & name]

**\*\* You can follow up on inbound emails the same way as cold ones, using the follow up scripts above\*\***