

outreach scripts pdf

 ninjaoutreach.com/outreach-scripts-pdf/

8/15/2015

Groove

Blog Post Promotion

Subject: quick question

Hey _____,

Happy Wednesday!

I know you probably get a TON of emails from startups looking for your expertise, so I'll keep this I really short. I think you might find it interesting...

I'm launching a new series on my blog this week hoping to take on honest look at the long, tough haul from idea to successful company. Specifically, I'm tracking the ups and downs (strategies, mistakes, challenges) of going from zero users (where we were) to \$28K in monthly revenue (where we are) to \$100K/month (where we've set our sights for the next milestone), and beyond.

Would love to share it with you if you're interested.. do you mind if I send you a link?

Thanks,
Alex

This has resulted in an 83% positive response rate and infinite invaluable feedback.

Groove

Blog Post Promotion

Subject: quick question

Hey _____,

Thanks again for your awesome feedback on the post! Lots of folks thought I was crazy (and I am ☹️), but feedback like yours encouraged me to push forward with this approach.

I just wanted to give you a heads up that were live! The first post is up at: <http://www.groovehq.com/blog/100k>

Would be super awesome if you could leave a brief comment on it to get the discussion going. I'm excited to get this out, and to see if baring it all will inspire some other startups and entrepreneurs.

Cheers,
Alex

p.s. special tweet ready to go if you're inclined to share ☹️ <http://clicktotweelcom/74E2Z>

Backlinko – Post Pre Announcement

Blog Post Promotion

Subject: New case study

Hey Dave,

I'm just reaching out to give you a heads up that I'm publishing a new Skyscraper Technique case study next week.

As a fan of the strategy, I just thought you'd like to be one of the first to know 📧

Want a heads up when it goes live?

Cheers,
Brian

Getvero

Blog Post Promotion

Subject: daily roundup

Hi Amy,

I'm a Marketing Land contributor and regular reader of your Marketing Day posts.

I also run the blog at Vero and today, we published a pretty massive guide (5,000. words) on [email marketing](#) best practices. I think it might be a good fit for your posts and thought I'd reach out.

<http://bloo.cpatvero.com/cwicwidesiemail-marketing-best.practices/>

No worries if it's not a good fit - I'll be a regular reader regardless! 📧

Thanks,

Jimmy

Startbloggingonline

Blog Post Promotion

Hi Manendra,

I found that you've previously read a blog post covering WordPress Cheat Sheets here: shoutmeloud.com/15-best-wordpress-cheat-sheets-for-designers-and-developers.html

I've also made a Cheat Sheet that's more comprehensive and updated.

Check it out here: <http://startbloggingonline.com/wordpress-cheat-sheet/> and share it if its useful.

Thanks and looking forward to hearing from you,
Mike

Startbloggingonline

Blog Post Promotion

Hi @JonathanTorke, you previously tweeted The WordPress Cheat Sheet Maybe you'll find this article useful:
<http://tco/EF/66F6/78>

Sparringmind

Blog Post Promotion

Hey Derek,

Big fan of all that you do man, I'm actually a musician myself so I was very much acquainted with CDBaby long before I know who you were, ha! 🎸

I love your stance on customer [engagement](#) my man, you and Tony Hsieh serve as real role models in that area.

I recently wrote about your stance on spending MORE time with customers (where as many places look to get you 'in-and out') in a scandalously titled piece (haha) over on Help Scout: <https://www.helpscout.net/blog/5-warning-signs-that-your-customer-service-sucks>

Okdork

Blog Post Promotion

Subject: case study on [insert blog title]

Thank you for your feedback on my previous email.

I've put together a blog post on my results and wanted to let you know.

[insert article title and link]

Thanks again for all of your help.

-[your name]

Okdork

Blog Post Promotion

Subject: [author's name] article

Hi [firstname],

I follow you on Twitter and noticed that you retweeted one of my recent favorite articles: [insert article name with a link].

I am a huge fan of [insert authors name]

My followers loved the article but wanted more information on the subject.

I've written a post that I just published and would love your feedback. [insert name of your article with a link]

Thanks!
-[your name]

Close.io

Conversation Invite - Following Up by email

Email #1:

Hey firstname,

How is it going? Can we schedule a time to talk this week?

Email #2:

Hey firstname,

We got some new press coverage [link]. I'd love to pick up on our conversation. When's a good time to chat?

Email #3:

Hey firstname,

Can we hop on a quick call Wednesday 4pm or Thursday 11am?

Cheers,
Steli

PS: thought you might find this article interesting [link]

Life-longlearner

Customer Acquisition

Hi Nucky, I noticed you guys don't have a commenting widget on your site. It's actually something my company Wigeto provides emagazines for free to boost engagement. When you have a few minutes, I'd love to talk to you or the appropriate person about taking care of that. Best, -Scott

B2Bleadblog

Customer Acquisition

Hello, my name is Lisa and I am calling with [Insurance Company]. When we last spoke, you told me that you work with a broker for your price quotes for the group life benefits. Since we do not nationally advertise and may not have had the opportunity to work with your consultant, we would like to share our information with them. I would like to get your broker contact information in order to be in consideration when they next do their evaluations for you.

Salesfolk

Email

I came across you guys through your blog article on Twitter lead gen cards and it helped me a ton as I was building a campaign recently (love the zapier trick you guys use). I also noticed you guys are using Optimizely for a/b testing. This means your ahead of the curve as far as optimization goes.

Obviously, getting signups for demos of ***** is super important to your team. I made a personal video going over a few ideas on increasing demo signups with a/b testing.

[inser video here]

In the video, I go over a few ideas that you can implement right away with. I also explain a system I've created to help busy teams automate the process of getting fresh a/b tests live every month.

If you like the video, and you think this is something your team might be interested in, just shoot me a quick reply.

Thanks,

Yesware

Email Followup

Hi Willy,

I noticed that you opened the email that I sent yesterday and checked out vesware.com but I never heard back from you. So, I wanted to follow up today to see if you have any questions about Yesware or our product.

I hope you don't find this outreach creepy or pushy; I was simply wondering if these actions mean you're interested in learning more about Yesware and how we provide value to organizations similar to yours at Traveling Sales, Inc. As someone who is constantly reaching out to numerous prospects up and down New England, I think you're the perfect person to discuss Yesware with.

Do you have 10 minutes for a brief phone call next week?

Thanks!

Yesware

General Followup

Hi Christine,

I've reached out to you a few times now, to see if we could chat about Yesware, and why I think our Sales Enablement Toolkit would be a good fit for your team. I realize that you must be getting hundreds of emails each day similar to mine, so I'm going to do you a favor and stop filling up your inbox.

But I'd like to ask a favor of you too. I'm looking to speak to whomever is responsible for Sales Operations, or for improving use of Salesforce and maximizing sales [productivity](#) on your team at (!Company), and was hoping you would be able to refer me to them? Or, if you are that person, could we schedule a time to discuss Yesware, and see if it might be a fit for your sales team?

If you aren't involved in Sales Ops, would you feel comfortable referring me to the right person?

Thanks, and have a good night!

Sparringmind

Guest Post Request

Hey Tessa! I just noticed that you published a post from a buddy of mine (Leo Wildrich) and saw that it did really well for you.

That's awesome, glad that one performed so well! Leo's a great writer.

I figured since that article was able to generate those kind of views, you might want to check out this article I wrote that covers a very similar angle. It tackles 5 studies that show some interesting ways that our brains try to sabotage our goals. I really think this is something that the Lifehacker audience will love and I know it'll perform well.

I've attached it for you, or you can check it out live on the Buffer biog. If it's a fit, I'd be glad to have you republish it.

Let me know what you think, and have a great week.

Moz

Guest Post Request

Hello _____

I have an idea for an article titled "_____" about "_____": I think this would fit well within your "_____" section, would you be willing to take a look at it? I thought it'd be timely considering your recent piece, "_____".

Thanks for your time and consideration,

"Your name"

Moz

Guest Post Request

(name),

Here's the score:

You need some fresh "_____" content at "_____"

I'm looking for high-quality "_____" sites that I can contribute to in order to flesh out my Google Authorship profile, win a Pulitzer Prize and rule the Universe.

It's a perfect opportunity for us to collaborate for our mutual benefit, but you need to read this e-mail and respond to it in order for this collaboration to work.

I've e-mailed you a couple times before and didn't hear anything back.

Hit me up and let's discuss this. I'd be eager to contribute my knowledge and expertise and I'm confident that I've got the writing chops to draw readers and add value to your site. You don't have to take my word for it. Just give me the nod and I'll shoot a piece to you for review and we can go from there.

Regards,

Moz

Guest Post Request

Hi (name),

I'd still love to write for your site. but if you're not interested, I will pitch my "_____" article to other traveling sites.

Thanks for your time,

Moz

Guest Post Request

Hi (name),

I've been trying to reach you at your "_____" email, but I thought I'd try this one.

I'm "_____" and I'm interested in sending you a guest post about one of the following topics: (topic ideas)

Here's an example of my writing: (link)

Let me know which article I can send you.

Thanks!
(signature)

Quicksprout

Guest Post Request

Subject: you should blog about [insert your guest blog post topic]

[insert their first name], as an avid reader of [insert their site name] I would love to read about [insert guest blog post topic], and I think your readers would as well.

Your content on [insert existing post from their website #1, insert existing post from their website #2, and insert existing post from their website #3] is great, but I think you can tie it all together by blogging on [insert guest blog post topic].

I know you are probably busy and won't blog on it, so I'm going to make you an offer you can't refuse. How about I write it for you? Don't worry, I'm a great blogger and have had my posts featured on [insert previous guest post URL #1] and [insert previous guest post URL #2].

Let me know if you are interested. I already know your blogging style, plus I understand what your readers love as I

am one.

Look forward to hearing from you,
[insert your name]

Nohatdigital

Guest Post Request

Subject: your expert tips are up!

Hi Bailey!

Thanks so much for contributing to my " _____ " expert roundup. I'm excited to announce the article is up:

[insert link here]

Hope it'll help generate some extra interest for the cool stuff you are writing about ☺

Also. I was wondering if you were interested in exchanging guest posts? If you can find the time, I'd be happy to do one anyway on your site and provide a link from my site to yours. Let me know if you're up for that, we can discuss what the articles should be about.

Again, thanks for your help. and rock on babe ☺

Omnicoagency

Guest Post Request

Hi (firstname),

My name is John and I run johnsblog.com where I write about topic 1 and 2

You may have noticed my comment on your post on X (awesome article by the way). I'm writing to you because I'd love to contribute a guest post to yourwebsite.com.

I know since you write about x topic and your readers love it I was thinking of writing something along these lines:

-Post Idea 01 (Explanation of the idea and what you plan on writing about it conceptualize it in 2-3 lines]

-Post Idea 02 (Explanation of the idea and what you plan on writing about it conceptualize it in 2-3 lines]

-Post Idea 03 (Explanation of the idea and what you plan on writing about it. conceptualize it in 2-3 lines]

I'll make sure to add research backed content that your readers will love.

I've already written for these blogs examplesite.com and examplesite2.com which will give you an idea about how I write. Let me know what you think. I'm excited to start writing.

Best.

Backlinko

Link Building

Subject: Question about " _____ "

Hi (name),

I was searching for some [SEO tips](#) today and I came across your awesome article about " _____ ".

Anyway, I couldn't help but notice that you mentioned BlueGlass on the page.

As you may have heard BlueGlass recently went out of business and shut down their entire site (<http://www.seroundtable.com/blueglass-16696.htm2>).

You may want to remove their UAL from your article.

Here's a screenshot of where the link is located: [hstp://screencast.com/it/nYMMINSw/QaM](http://screencast.com/it/nYMMINSw/QaM)

Also, I recently published a visual guide to on-page [SEO](#): <http://backlinko.com/on-page-seo>

Might make a nice addition to the page 😊

Either way, keep up the awesome work!

Cheers,

Quicksprout

Link Building

Subject: [insert first name of website owner], i think I'm in love with you

I hope I didn't freak you out by my subject line, but I'm really in love with you. Don't worry, it's not in a creepy way. What I mean is I'm in love with your website [insert their website name].

You probably get tons of people everyday who are in love with [insert website name], so I won't bore you with my reasons. Instead, I thought I could show you some appreciation by giving you some feedback on how you can improve your website.

1. Insert suggestion #1
2. Insert suggestion #2

I And if you are wondering how you can repay your biggest fan, feel free to link to my website [insert URL].

I Ah... just kidding, you've already done enough for me by making [insert their website name] so awesome!

Cheers,
[insert your name]

PS: If you do happen to link to my website [insert URL], it will seriously make my year! Maybe even decade! "

Quicksprout

Link Building (Broken)

You want to send this email as an independent 3rd party. and not a website owner.

Subject: there's something wrong with your site 🚫

[insert their first name], I was browsing your website and noticed you have a broken link. You can find it on [insert webpage with broken link], and it's the [insert anchor text of the broken link] link.

As an avid reader of [insert their site name], I love reading anything you write about, such as [insert article on their website], and anything you link out to. Sadly, I couldn't find the article you were trying to link to, but I did happen to find another good webpage on the same topic: [insert url to webpage that you are building links to]. You should check it out, and if you like it, you probably want to switch the links.

I know you are busy and probably get millions of emails a day, but I hope this one was helpful. I just wanted to help you out for once as [insert their site name] has changed my life.

Cheers,
[random persons name]

Yesware

Phone Call Follow Up

Subject: Just tried calling you

Leslie,

I just tried giving you a call and left a voicemail.

Please give me a call back at 555-675-9870, or send me a note if you get the chance.

Thank you!

NinjaOutreach

Product Review Request

Hey Lillian,

Dave from NinjaOutreach here. I saw your nice comment on Mad Lemmings and I was wondering if you were interested in giving the tool a free test spin?

Were looking for bloggers to review our tool in exchange for a free license. and I think your blog would be perfect!

Is that something you'd be interested in?

Thanks
Dave

Boostblogtraffic

Thank You Follow Up

Subject: I'm loving BLOG NAME

Hey BLOGGER NAME,

Just wanted to reach out to say "thanks" for all the stuff you've been publishing lately at BLOG.

(I actually used the STRATEGY you recommend in RECENT POST and I got BENEFIT)

Keep up the awesome work 🍷

Cheers,

YOUR NAME

Close.io

Welcome Email (Inbound SaaS Sales Script)

Hey! My name is "_____", I saw that you just signed up for our product "_____" and wanted to personally reach out and say "hi".

I know you are just getting started with your trial and wanted to see if you had any questions or if there is anything I can do to help you get the most out of your trial?

Close.io

BreakUp Email

Subject: Permission to close your file?

(name),

We are in the process of closing files for the month. Typically when I haven't heard back from someone it means they're either really busy or aren't interested. If you aren't interested, do I have your permission to close your file?

If you're still interested, what do you recommend as a next step?

Thanks for your help.

Getvero

Welcome Email

Subject: Welcome to Basecamp!

Hi Jimmy,

Welcome to Basecamp and thanks for signing up! You've joined over 1,500,000 organizations just like yours who manage their projects with Basecamp.

Sign in to your account: (insert log in URL)

Username: (insert username)

We hope you enjoy this opportunity to take Basecamp for a spin. Feel free to kick the tires and get acquainted with no limits and no obligation during your free trial.

P.S. Don't forget to download Basecamp for Android and iPhone too!

Help us improve Basecamp by telling us a little more about yourself.

Webmarketingtoday

Welcome Email

Greetings!

Thank you for joining Alice.com. We are excited to help you save time and money on the goods that keep your house running.

Your Alice user name is: (insert username)

To get the most out of the Alice.com service, please add all of your favorite household products to the My Products list. For every product you add, we'll remind you when you might be running out, find coupons for you, and help you avoid the chore of shopping for household essentials at the store.

To add more products now, [click here](#) or sign in at Alice.com and get started on the My Products tab.

Thanks again for signing up!

The Alice Team
