

Hey all! First things first, you are messaging people. Real people. Every single email should feel as if you're messaging someone you know. That doesn't mean losing the professionalism (though that's a style that works). It does mean writing like you talk.

If you take nothing else away from this, let that 🙌 be it. Write like a human.

Here are some of our most successful email templates for reaching out to influencers. We've used these (or variations of these) for years. This past month, a member of our team used the below messages, sending 1744 emails with a 76% open rate and 29% response rate (compared to cold email benchmarks of 18% open rates and 15% response rates). Approximately, 3:4 people are opening and 1:3 are responding.

That is 🔥🔥🔥

But, enough gabbing. Feel free to use the below to better reach your ideal influencers. And, if you haven't already, sign up for [TalentSheets](#). We've made influencer marketing accessible to everyone.

Pro Tip: Before sending a single message, please make sure that you have an email address to a specific name at a company domain. If you want more responses, do not email from *info@yourcompany(.)com* or *yourcompanyname@gmail(.)com* or anything else other than *name@yourcompanyname(.)com*.

Less Formal:

Version 1:

Subject Line: brand partnership - you interested?

Body:

Hey heyy!

First... your profile, {!Talent Name}, makes me smile EVERY. SINGLE. POST. :)

Reaching out because I want to send you some free product from {!Hyperlink your company here}. We're a {!Insert what makes you unique and interesting here.... Remember that it should feel like a friendly conversation}.

I just love your content and think that your energy vibes sooo well with our brand. If you want to post about or with the product, that's great, but honestly no pressure. Either way, would love to have you check it out and give us your feedback. What's the best way to get it to you?

Thanks,

Mark

Version 2:

Subject Line: potential opportunity :)

Body:

Hey {!First Name}!

I was sooo sucked into your content. I love it! {!First Name}, when you {!insert something relevant that they posted and did in the post}, I felt that in my soul haha

I wanted to see if you ever collab with brands. I'm the {!your title} at {!hyperlink your company}. Your content just speaks to me, so I'd love to see us do something together. Would you consider doing something together?

Let me know. I think we could do a lot together, but either way, keep doing what you're doing.

Thank,
{!Your Name}

Slightly More Formal:

1 - Email 1

Subject: Brand Opportunity - you interested?

Hey {!First Name} - please personalize and get this right!

Reaching out because we love what you've done on {!Channel or Handle} and have a cool opportunity with our brand, {!Hyperlink your company here}, which we think you'd be great for.

Right now, I'm just gauging interest, but I'd love to know if you may be interested and available to do something together on your {!social platform of choice} this month or next.

{!The quick blurb about your brand and which piece of content you saw that made you want to connect}.

Would you be interested in hearing more? If so, would you mind sending over a screenshot of your audience demos and Instagram impression data (stories and posts)?

Let me know either way as soon as possible if this is something you're interested in!

Thanks!
{!Your Name}

2 - Email 2 (Inline Follow-up)

Hey again! Just checking in on this opportunity with Hestan Cue Let me know if there are any questions I can help answer!

Hope to hear from you soon.

Best,
{!Your Name}

3 - Email 3 (Inline Follow-up)

I hope all is well. :)

Let me know if you're interested in partnering together! Even if you're not, could you shoot over a quick heads up as I am filling my roster this month? No stress either way!

Thanks so much,
{!Your Name}

DM:

Hey {!First Name}! Your content is {!beautiful/hilarious/inspiring/etc.}. I'm not sure if you do collabs or not, but I'd love to partner with you.

I'm the {!title} at {!company name}. I legit think your energy vibes so well with our brand. Let me know if you'd be interested. I'd love to send you product and see what you think. {!or if this is paid, ask "I'd love to know your rates for XX deliverables"}.

Can't wait to hear from you. Keep doing what you're doing. ❤️