

Influencer Outreach Template #1: The Introductory Email

Subject: *Working with {{prospect.first_name}}?*

Hi {{prospect.first_name}},

Saw that you were recently featured in [publication] and shared your expertise on running a successful eCommerce business - some great tips in there!

We run an eCommerce business selling to a similar audience to your followers. We've already worked with [similar influencer] and [similar influencer] and saw engagement rates of over 3% on the posts including our product.

Interested in having a quick conversation about working together?

Best,

{{inbox.name}}

Influencer Outreach Template #2: The Friendly Follow-Up

Subject: *Working with {{prospect.first_name}}?*

Hi {{prospect.first_name}},

One of our recent product launches generated \$40,000+ in commissions for [similar influencer] who we worked with and their audience loved our product.

Would you be interested in a free product sample?

Best,

{{inbox.name}}

Influencer Outreach Template #3: Co-Promotion with a Notable Figure

Subject: *Co-promotion with {{prospect.first_name}}?*

Hi {{prospect.first_name}},

Congratulations on releasing your new course - it looks like a valuable resource for your audience!



We're currently booking guests for our podcast episodes in Q1 and Q2. We have 11,000 B2B marketers that listen weekly, and you'd be getting your name and your new course in front of them.

Does that sound interesting to you?

Best,

{{inbox.name}}