

soul to soul

business & marketing
for therapists, coaches & healers

Direct Outreach Template

Template to send your first e-mail within 15 minutes

Tips to Improve Performance of your E-mail or Message:

- Personally, write each message, don't copy and paste
- Personally, send each message from your own email, don't broadcast
- Use Yesware (<https://www.yesware.com>) to track whether people open and read your emails
- Only send Facebook and LinkedIn messages once you're friended/connected to ensure delivery

E-mail or Message to An Individual

Subject: [NAME – RESULT ORIENTED HEADLINE]

Hey NAME,

Thank you so much for accepting my XXXX request.

How are you today?

I noticed you were seeking help with XXX from your post or message.

My area of expertise is helping XXXX to XXXX by XXXX.

I understand your situation having been through it myself/ help other people with the same challenge/goal have some things I'd love to show you which I'm sure will help/support you to XXXX.

[If you have relevant case studies, share 2-3 of them here. Short sentences, too much content puts people off]

When will be good to have a quick 15-minute chat?

Validity Living College™ - Empowering Transformation.

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In case you are ready straight away I can speak on zoom/google meet now. I will send you a private link where we can have a quick chat.

YOUR NAME

YOUR PICTURE (For e-mail messages)

(Include phone number etc. in footer or Calendly link with no survey questions)

E-mail or Message to an Individual who Is Part of an Organisation

Subject: [NAME –Improve Work from Home Productivity]

Dear NAME,

Thank you so much for accepting my connection request.

I noticed you are [COPY & PASTE DESIGNATION] for XXXX and from your post you are seeking ways to increase productivity for employees working from home.

One of my areas of expertise is helping [TRIBE] to [RESULT] by [OFFER].

When will be good to have a quick 15-minute conversation to explore if I can help you and your organisation?

YOUR NAME

Your PICTURE

(Include phone number and e-mail)