

Jon Buchan's Original Direct Outreach Email

This format, adapted to your company can be outrageously successful.

The text reads:

"You won't have heard of me. (Hi, I'm Jon!). I got your details from a list ***gasp***. But hey, that means you're list-worthy; that's gotta be worth something, right?"

OK, let's get down to brass tacks. I'm writing to you from the office of Render Positive, a highly creative marketing and advertising agency I run with my brother Gary, and a team of 20 people far more talented than me.

For over five years, we've run our amazing agency – and we absolutely love it. It's a wonderful feeling to know we're not ripping clients off and producing the best work of our lives.

We're looking to win new clients over to our side and away from those evil (ok, maybe not evil... but not as good) other agencies.

If you let me have a chat with you about your digital marketing or advertising, spectacular content creation, or bedroom tidying needs – I will buy you lunch/coffee/tequila shots and promise to be somewhat entertaining. If you're lucky, I may even wear a top hat. First off, I'd love to provide you with some ideas you are free to steal.

I have included a sticker containing a picture of a ferret that has been dressed up. According to the internet, his name is Colin. I trust this will charm you into submission.

I'll be in touch on email when you least expect it... Dun Dunn Dunnn!

I await your profanity-filled response.

Have a splendid day,

Jon