**Simple Outreach Email for 50 Coffees**

**Here are a couple of samples.**

**The key is short and sweet.** No details about what you are doing. Start with something about them. People always like to know you are thinking about them. It doesn’t need to be brilliant and insightful. It should be simple and upbeat.

Dear Name,

I’ve been thinking about you! How have things been going for you this past year in your business?

I’m doing some exciting things and would love to catch up with you and share notes. Are you up for a quick Zoom meeting?

Let me know.

Cheers, Robert

Dear Name,

I’ve been thinking about you! I noticed the article you had posted on LinkedIn last week.

I’m doing some exciting things in my business these days and would love to catch up and share some ideas with you. Are you up for a quick Zoom meeting?

Let me know.

Cheers, Robert

**Also, if you use social media** and you see a post from someone that you haven’t spoken to in a while, you can send them a message right on FB or LI with a message just like this. You might realize there are a lot of people you haven’t made a solid connection with in sometime. In almost all cases, they’ll be glad to hear from you!

**So, building from these, write your own.** Then send them out to the people in your network and see what happens!