

# Outreach Emails Asking for Meetings

**Your goal is to reach out by email to ask for meetings.** There are a number of different categories of networking connections and prospective clients. For each, I give a sample or two.

**And I've included links to some articles I've written on the topic** that will give you a few more ideas. This one talks about all the things that can come out of making connections:

**Article:** <https://actionplan.club/random-or-intentional-connections>

## 1. Emails to Network and Other Connections

### Emails to General Network Connections

**These are people you know through business from any source.**

From co-workers, to people you met at a conference or a chamber of commerce. You know them to some degree. Some more than others. The aim is meet with more of these connections.

*Hi John,*

*I was just thinking about you! It's been a while since we've been in touch. I notice you are up to X these days (info you got from LinkedIn, Facebook or their website).*

*I'd love to catch up and learn more of what you're up to and share some new ideas regarding X Ultimate Outcome I've been working on.*

*We can meet by phone, by Zoom video. Let me know what would work best for you. Looking forward to meeting.*

You can also set up a 30-minute meeting on my calendar: <http://bookme.com>

*Looking forward to speaking!*

*Cheers, Robert*

### **Emails to people who you know ever better**

**If you know someone better, you can often send much shorter, simpler emails.**

*Hi John,*

*I was just thinking about you! It's been a while since we've been in touch. Want to catch up with a Zoom call?*

*I have lots of openings next week. You can use my calendar to set up a time.*

<http://bookme.com>

*Looking forward to catching up.*

*Cheers, Robert*

### **Emails to those on your email list**

**If you have an email list, you can isolate your subscribers and reach out to some of them individually.** Your approach and emails would be similar to ones sent to those in your network.

*Hi Jane,*

*I notice you've been on my email list for 7 years. That's a long time! I'm setting up short meetings with some of my most loyal subscribers to learn*

*more about their businesses and their marketing challenges as well as share some ideas about attracting more ideal, high-end clients.*

*Are you open to a quick, 15 or 20 minute meeting?*

*If so, you can set up a time on my calendar: <http://bookme.com> I*

*look forward to speaking with you!*

*Cheers, Robert*

**Emails to those who belong to organizations you belong to.**

**You may belong to a chamber of commerce, a professional association, or a service club.** Thing is, despite this connection, you don't necessarily know fellow members that well and/or they don't know you. So, your aim is to introduce yourself with an email like this one.

**Article:** <https://actionplan.club/introduce-yourself-to-people-you-dont-yet-know-gasp>

*Dear Jason,*

*I don't think we've met, but I'm also a member of the Santa Cruz Chamber of Commerce.*

*I have a goal to get to know as many chamber members as possible and explore how we might be able to help each other's businesses.*

*I noticed that you're an executive coach. I'm a marketing coach for service professionals and have been in business for 35 years.*

*Could we set up a quick 15-20 min phone or zoom call sometime in the next week or so? Let me know, or feel free to set up a time on my calendar:*

<http://bookme.com>

*Cheers, Robert*

### **LinkedIn Connections – People you know**

**These are people you already know who are on LinkedIn but you haven't connected to in a while.** You would send a message similar to the networking emails with a request to meet.

*"Hey, Alice, just saw you here on LinkedIn. It's been a long time! How are you doing? Hey, I'd love to catch up with you and compare notes. Want to do a short Zoom in the next week or so?"* (perhaps include your calendar link.)

### **LinkedIn Connections – People you don't really know**

**You probably have a lot of connections on LinkedIn you don't really know** – but you are still connected. So, if they seem like someone worth getting to know better, you can reach out something like this:

*Hi Janet, I notice we've been connected on LinkedIn for 4 years but have never spoken. I see that you're a management consultant in the medical field. Would love to know more about what you do and how you serve your clients. Would you be open to a quick 15-20 minute Zoom meeting? Cheers, Robert*

## 2. Emails to Past Clients and Other More Likely Prospects

### Emails to past clients

**Past clients are your “low hanging fruit,” those whom you’ve worked with before and who already know, like, and trust you.** You did a project for them a while ago or did a piece of work that lasted a few months. But perhaps you’ve been out of touch for a while.

**Nevertheless, you have a hunch that there are other ways you could help this client.** Maybe you have another service they are not familiar with. Or perhaps you’ve created a new program since you worked with them last. So, they are great candidates for additional work.

But you can’t just call them up out of the blue and say, *“Hey, do you have any new work for me?”* No, you need a smarter, more proactive approach. You need an approach that is smart and engaging.

What I usually suggest is sending an email that gets you back on their radar and asks for a time to meet (for a pre-selling conversation).

**Article:** <https://actionplan.club/reach-out-and-touch-someone>

**Here’s an actual email a client recently sent to one of her past clients (followed by the client’s response):**

*Hello David,*

*It looks like Jonesboro Staffing continues to grow—the website tells the story! You and Allan must be very proud.*

*It has been a while since we've spoken. I'd like to touch base by phone, get caught up on the business and the management team, share what's driving growth for my clients, and update you on two unique service offerings I've launched:*

*One is a "Breaking IN!" 10-step sales touch plan that's bringing in job orders and big revenue for my clients, and the other I think you're aware of, a coaching plan that gets successors ready for bigger jobs — I've added two more options for this program.*

*Please let me know your availability in the next few weeks and I'll set up a 30-minute call.*

*Regards, Amy*

**And here's John's response that came about an hour after Amy sent her email:**

*Hi Amy:*

*It's good to hear from you! Yes, our company has certainly grown and continues to do so. In fact, we're looking for other acquisition opportunities, whether it be commercial, IT or healthcare staffing.*

*I'll be happy to schedule a call, to learn more about what you have to offer. Currently, I'm available the morning of Monday, the 18th or anytime on the 25th and 26th. Let me know if any of these dates work for you.*

*— John Jonesboro*

Now, I don't promise you'll get such a quick or enthusiastic response, but it's not unusual.

**Amy did a few simple things in her email.** First, she praised the success of the company. Everyone loves that, of course. Then she talked about the two new programs she was offering, with a very clear and powerful outcome for the first one — “bringing in job orders and big revenue for my clients.” Yes, that’s an outcome almost any business owner would be interested in and want to know more about.

**Remember, if you’re in business, people hire you not for your winning personality** and the wonderful consulting, coaching, and training you deliver, but for the desirable outcomes you help them realize. This worked so well because the client already knows, likes, and trusts Amy, and is very open to new results she can help them achieve.

### **A Simpler Email to a Past Client**

**Amy’s email was a little more promotional.** In some cases, your approach might be more open-ended and ask for a meeting.

*“Hi Frank,*

*I thought of you today when I was working on a new client project. We haven’t talked in ages. But I’ve been keeping track of you on LinkedIn and am impressed by X Thing.*

*I’d love to know what you’re working on right now and I have a few ideas to share that I’m sure you’ll find valuable. (you might be more specific here, but not too detailed) Got time for a Zoom chat in the next week or two?” <http://bookme.com>*

*Cheers, Robert*

**Email to someone who attended a talk or webinar**

**These are amongst the most qualified prospective clients.** They took the time and expended the energy to attend your presentation, so you know they are interested in what you are offering.

By personally reaching out by email to get a meeting, you have a decent chance that they will be interested in what you are offering.

**Article:** <https://actionplan.club/how-to-get-more-meetings-pt-2>

*"Hi Steven,*

*Thanks for attending my webinar on "X Topic" last week. I hope you got some value. I'm following up with those who attended who are looking for "X Ultimate Outcome."*

*Is it worth a short Zoom conversation to share a few ideas about how you can do that more effectively?" <http://bookme.com>*

*Cheers, Robert*

**And here's another example:**

*Hi John, how are you? Thanks so much for attending my presentation on Friday. I hope you got some good ideas.*

*I'm reaching out to everyone who attended to offer a brief meeting to learn more about your business and your marketing, and also to explore if I can help you attract more of your ideal, high-end clients.*



*Do you have a few minutes late this week to talk on Zoom? Please let me know. Here's my appointment link: <http://bookme.com>*

*Cheers, Robert*

### **Emails to those who were recently referred to you.**

**You get an email from a past client that says they know someone who they think you can help.** Perhaps they've spoken to this person about you. So, be proactive, find out about this prospect and get their contact information and reach out by email to get a meeting.

*Dear Bill,*

*I was speaking with our mutual contact, Brenda Jones, yesterday and understand she spoke to you about how I help businesses like yours improve their cash flow.*

*Brenda was a great client that I had a lot of success with.*

*I'd be more than happy to set up a get-acquainted meeting via phone or Zoom. Do you have any spaces open next week?*

*I look forward to meeting with you. <http://bookme.com>*

*Cheers, Robert*

### **Email to a Cold Contact**

**Emails to cold contacts are pretty tricky.** They usually get ignored. But if you demonstrate your credibility, and don't try to sell, or even mention your service, you can get a very good response. Here's an example.

**Subject:** May I interview you?

Ken,

I read your August 10<sup>th</sup> article “Execs: Unsettled times affect nature of innovation” and appreciated the comments of the participants. Jan Harrison’s quote about raising kids to be “thinkers and doers” rang true with my experiences over the last 50+ years of work. (Comment acknowledging something about them them, perhaps from something online, in a blog or on LinkedIn).

I’ve written and published five business books over the past sixteen years and I’m in the process of updating my first book *The Prepared Mind of a Leader*. That book was triggered by my consulting work and the quote from Louis Pasteur that “chance favors a prepared mind.” Even then I found leaders who were not prepared for a “different” future. (What makes you notable? What are a few of your thoughts?)

The recent CEO roundtable certainly brought home the point the we need people to be prepared for a new future, more now than ever. (Idea around your core competency.)

Please let me know if you have bit of time in the coming couple of weeks for a quick coffee and conversation. I’m in Loveland and Ft. Collins is an easy drive. If that’s not possible, might we have a phone conversation? (Request for meeting.)

Best regards,

**Why this works.** Lots of credibility. Focus on ideas, not selling a service. Makes him look like a person worth meeting.

## **A few tips to email success**

**The whole purpose of emails like the above is to get a meeting,**

have a conversation and explore possibilities. In some cases, you'll have a conversation about ideas, resources and connections. In other cases, you'll explore whether or not you can help them.

But in all cases, there are some ways to approach this successfully.

**Tone** – You want to come across as professional, but friendly. You don't want to sound stuffy or formal.

**Smile** – When you are writing an email, think of that person and smile. Let that smile come through the email. You want to have fun with this, not make it a dreaded chore. With time this will get easier and easier.

**Length** – Make your emails as short as possible, while including all the information necessary. As a rule of thumb, the better you know the person, the shorter the email can be. But people will respond poorly to really long, complicated emails. Don't use them!

**Don't pitch** – These are not sales letters, talking all about your services and what you can do for them. This rarely works. You don't even need to pitch in your initial conversation. So, this takes a lot of pressure off you! Relax, it's just a meeting.

**Calendar link** – Using a calendar link in your email can make getting meetings to faster. I use <https://www.booklikeaboss.com/> and another popular one is <https://calendly.com> . Both of these have free version. Worth getting one of these ASAP.

**Follow-up** – People are crazy busy. They get dozens, if not hundreds of emails every day. It's easy for yours to fall between the cracks. So don't take it personally if you don't get a response. But do follow up with

another email or three anywhere from three days to a week later. Don't be pushy. **Just use friendly persistence.**

**Fear** – Yeah, fear comes up when we reach out. But you need to put your nervousness in perspective. Remember your value and your commitment to help. You're not trying to con someone or even convince them they should buy from you. You're just connecting so you can explore possibilities. Your ability not to take this personally is key to your success. Just reach out and see where it goes!

**No absolute rules** – The emails in this document are just suggestions. You want to write them in your voice so they sound natural. One way to do this is to write them very fast. Just dash off the first thing in your mind. Then go back and fine tune and tweak.

**You can find a lot of samples of emails like this online,** however most of the templates are for cold email which are much harder to get a response to. We'll cover that in a future session.

**However, here's a pretty good article on making cold emails warm:**  
<https://bettermarketing.pub/warm-email-the-trick-to-getting-people-to-respond-c487c82251b0>