

PRAISING THE CONTACT EMAIL

Template

Subject Line: [Describe what you're praising the contact for]

Hi [contact name],

[Introduce yourself and praise something they did, accomplished, or contributed to, and describe how it may have impacted you].

[Describe intentions and how they can add value to the recipient with an optional value proposition on what your business does]

[Initiate Call to Action]

Thank you,

[Name], [Title]

[Company]

[Email]

[Phone Number]

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Example Email

Subject Line: Excellent Sales Seminar

Hi Mel,

My name is Cameron Eck from Writing Agency Inc. I loved your sales seminar last week as it shed valuable insight on where social selling and referral marketing is heading into the future.

I'm looking to tap into some of the markets you commonly work with like software vendors and automation consultants and would love to talk about potential partnerships between our firms. We generate high-quality content primarily for tech businesses using writers who have expertise and experience in the fields they write about. That said, we can definitely offer each other plenty of referral opportunities through our similar target markets.

Are you interested in discussing this further? I'd love to set up a few minutes for us to talk.

Thank you,

Cameron Eck, Content Manager

Writing Agency Inc.

cam@writingagencyinc.com

123-456-7890

[Schedule Appointment Button]