

REACH OUT Strategy Using A MEDIA KIT

Let's Connect Message

Hey blank, I just stumbled upon your profile and was impressed with (something specific from their profile). This sounds very impactful(Don't use this over and over again)Keep up the good work. Let's connect!

Second Correspondence

Hey Blank,

Of course the compliment is more than beyond deserved.

I did go through your profile a bit more recently as well, and you do strike me as a gentleman/woman that has not only worked very hard to achieve real success and impact but has done so while maintaining a high level of ethics and integrity. I really appreciate that because as we both know this is so needed in today's business world. Keep up the good work and making an impact!

Then send over a correspondence, saying " I would appreciate if I can set up a meeting between yourself and my (mentor/boss/advisor) who I hold in high regard as I think there would be some synergy between the both of you. It would just be a 15 min introductory call, as I know you both are busy and this will give the both of you an opportunity to learn about your story into(use their business) and your long term vision...(metrics and what adds value to you)"

Follow Up Message

I would never be presumptuous enough nor disrespectful enough to ask you for your money, your time, or even send over a pitch deck either because I don't have anything to pitch. As I said I know however you both are quite busy so here's just some of what (he/she) does to give you an idea if a call would be worth scheduling a time in the future.

Send over media kit at this time.