



Incredibly Classy Attention-Grabbing Email Template

Tips before crafting your email

- Think Nice. Even though its an email you can still come off as being either nice, friendly and personable or as a total crabby, stuck-up, grouch. Your words can easily communicate this. Just be nice, this can go a long way.
- Before attempting to write and send an email to any meeting planner please do your homework and know their audience, this will help you with your email and also tailor your speech accordingly.
- Always be available for meet and greets before and after. If you can't do this don't send in your proposal. What this does is deliver added value to their attendees, which makes the planner look good, you look good and a good chance you will be called back.
- Keep your email short. You need to be quick on your feet using powerful words in as less of words as you can. Think less is more here. They are so busy and won't read a 2-page length email. Be brief, to the point and as clear as a bell with your message and the end results (take-away)
- Don't make it all about you, only about the planner and what You can do to help them and their audience.
- Your email should be short and concise. It should not be a long email. This email only highlights what you can do, it's the bread and the butter is in your proposal. Let your email "breathe" meaning add space as much as possible, it lets people's eyes "rest" to condensed you will loose your reader.
- Remember the goal of this email is to get them to take a look at your proposal and the more you can "speak" to their audience the better chance your proposal will get opened.



Email Template

Fill in the blanks customizing it to your message and the audiences needs. The more research you did for the event you're submitting a proposal for the better your chances because the planner will know just from your words that you took the time to find out about their audience and that you really care, this is huge.

Hi _____, (tip: We use Hi instead of Hello because its an immediate connect with the planner, giving them ease that you are someone easy to work with and personable. 2nd tip: Please double check the spelling of the name, if you spell it wrong this can lead your email directly to the trash yard. People most likely won't notice you spelled it right, but will notice you spelled it wrong, and that looks bad, you've made a bad impression instantly and you haven't even gotten past "Hi"

Its Joe [replace with your name] and I noticed you work with [audience or market here] and have a conference {name the event} coming up.

Connecting with people who {enter pain point/challenge here] is what I do and this is how I can help your audience:

(List below in bullet form what you can bring to the table, how you can solve the audience's problems. Be brief and concise.

- 1.
- 2.
- 3.
- 4.



I come an hour early and stay an hour after the event to talk with the audience members. I'm also available for post-event follow up (if you want people to take action on what you've taught them, plus build a long-term client base then you need to take on more responsibility for your audience's follow-through)

This is the end results for your audience (if you did your research you should hit this right on the nose, giving you and instant connection with the planner and creating that "wow" factor) Once again bullet list and short and powerful words, not lengthy sentences here.

- 1.
- 2.
- 3.
- 4.

I've attached a proposal to this email for you to review and when you're done please visit this link (insert video URL) to a welcome video created just for you, from me.

Thank you (enter their name here and check spelling) and I look forward to the possibilities.

Take care,

Speaker Susy (name)
Selling Made Easy (title/tag line)
Company name (if applicable)

Your website (that's it, no logos and long signature lines that are 2 pages long)
Add your most used and active social media sites, so if its only FB and Twitter only add them. The planner does want top go and see you on social media sop be prepared.



Here is the template without my side notes:

Email Template

Hi _____,

Its _____ and I noticed you work with _____ and have a conference _____ coming up.

Connecting with people who _____ and _____ is what I do and this is how I can help your audience:

- 1.
- 2.
- 3.
- 4.

I come an hour early and stay an hour after the event to talk with the audience members.

I'm also available for post-event follow up.

This is the end results for your audience:

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I've attached a proposal to this email for you to review and when you're done please visit this link _____ it's a welcome video created just for you, from me.

Thank you _____ and I look forward to the possibilities.

Take care,

Name _____

Company _____

Tagline/Title _____

Facebook:

Twitter:

Linkedin: