



*Easy*  
Outreach

## **Crafting the Pitch**

Email Copy

## Email Copy

Hi [INFLUENCER NAME],

My name is [YOUR NAME] and I'm the author of [THE UPCOMING BOOK] [YOUR BOOK TITLE]. [SOCIAL PROOF].

I'm a fan of your podcast and particularly enjoyed your recent episode[s] about [FILL IN — this is your research].

I noticed you usually have guests for your podcast and I think I would be a good fit for your listeners.

[EXPLAIN why you would be a good fit for the listeners].

Let me know what you think.

Thanks!

[YOUR NAME]

## Part 1 - Sample Copy

My name is Tim Grahl and I'm the author of *Your First 1000 Copies: The Step-by-Step Guide to Marketing Your Book* which has over 100 reviews on Amazon averaging over 4.6 stars.

~

My name is Jane Doe and I'm the author of the upcoming book *The Hills of Eden* which will be published on May 22nd.

~

My name is John Doe and I'm the author of upcoming book *The Road to Razul* which will be published on May 22nd. This is the sequel to my first book, *The Sky of Mayar*, which was given the B.T. Anthony award.

~

My name is Jane Doe and I'm the author of the new book *The Little Business Book*, which has already received over fifty 4+ star reviews on Amazon.

## Part 2 - Sample Copy

I'm a fan of your podcast and particularly enjoyed your recent episode with John Doe where you discussed the three best ways to write a commanding character.

~

I'm a podcast listener and particularly enjoyed your recent episodes with Jane Doe and John Doe. I really liked both of their takes on whether carbs on really the problem in your diet.

~

I'm a fan of your podcast (just left a review on Apple Podcasts) and particularly enjoyed your recent episode with John Doe. After listening I went a picked up a copy of his book and am loving it!

~

I'm a podcast listener and particularly enjoyed your recent episodes with Jane Doe and John Doe. It's hard to believe that I haven't already heard of their books! I've already downloaded them to my Kindle.

## Part 3 - Sample Copy

All of your guests are romance authors and, with my new romance novel coming out next month, I'd love to come on and share with your readers the story of writing my book.

~

A few years ago I went on a year long diet and lost over fifty pounds. It was pretty intense! I'd love to come on and talk about how I stuck with the diet and what I learned along the way.

~

You seem to have a lot of entrepreneurs on your podcast. I'd love to come on and talk about why I think writing a book is a great career move and/or how self-publishing a book is like starting a new business.

~

I've read at least a thousand sci-fi and fantasy books and bet your listeners haven't heard of some of my favorites. I think it'd be fun to come on and talk about some of the obscure books that your fans would love.

## Full - Sample Copy

Hi Jane,

My name is Tim Grahl and I'm the author of *Your First 1000 Copies: The Step-by-Step Guide to Marketing Your Book* which has over 100 reviews on Amazon averaging over 4.6 stars.

I'm a fan of your podcast (just left a review on Apple Podcasts) and particularly enjoyed your recent episode with John Doe. After listening I went and picked up a copy of his book and am loving it!

I noticed you usually have guests for your podcast and I think I would be a good fit for your listeners.

A few years ago I went on a year long diet and lost over fifty pounds. It was pretty intense! I'd love to come on and talk about how I stuck with the diet and what I learned along the way..

Let me know what you think.

Thanks!

Tim