SAMPLE EMAIL

Hi **Partner First Name**,

My name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and I’m excited to connect with you about your business and the service (or product) you offer.

I have seen your \_insert mode (web site, mailings, ads, presentation, heard about your from what person name told me)\_\_ , and I am impressed with (insert something you know or have seen about how they work).

I think I can help you spread the word about your business!

I am the founder of/financial advisor with \_\_\_(firm name) \_\_\_\_ and I work specifically with (insert niche description here).

I would like to learn more about the commonalities we have with our businesses and see if there is a partnership opportunity for us.

Some ideas that come to mind range from the smallest of efforts to much broader opportunities:

(INSERT YOUR OWN IDEAS HERE)

-Content sharing for emails, blogposts, newsletters.

-Video or podcast interviews

-Joint seminars or webinars

-Referral efforts

Again, these are just a few of the ideas of how we may choose to work together.

**Insert partner first name here**, you stood out among the many \_(profession here)\_\_\_\_\_\_\_\_ I considered, so I want to extend the invitation to meet with you first.

I am looking for a few strong partners with whom to work, so if you are interested in getting together, I would like to meet up by the end of (insert current or next month here, if less than two weeks away) if you are available.

To schedule a call or an in-person meeting, please call my assistant (Name) who will find a time that works for you. You may also email me at Sally@sample.com or schedule directly to my calendar at http://\_\_\_\_\_\_\_\_\_.

I appreciate your attention, and I look forward to meeting you.

Thank you for your interest.

Sincerely,

Your Name (and footer)