Here are your solopreneur prospecting email templates! Be sure to look carefully at each solopreneur’s website before you send them and identify what you think is working and what you think you can help them with. You’ll also want to use some of that information in these emails when you see “[DETAIL]” in the templates.

You can just copy and paste these into another Word document when you’re ready to use them—just be sure to delete the brackets and put in the real information!

\*\*\*

*VERSION 1*

*This version uses curiosity to get them to open the email, and then you follow up with explaining that you’re a copywriter and that your ideas can help them increase their business.*

\*\*\*

SUBJECT LINE

I have a few ideas for your site...

Hi [NAME],

I came across your website and business and really like what I see. I'm especially impressed by [DETAIL].

Your site and your branding are good, but I have a few ideas that could build on what you've got and help increase your business. In my experience as a copywriter, making the right changes to your site and emails can have an enormous effect on revenue.

If you're interested in getting a hand with your site and marketing materials, just a 15 minute call or Skype session will be enough time for me to share some ideas (and discuss any you have).

Do you have time within the next day or two?

Thanks!

[YOUR NAME]

[YOUR PORTFOLIO SITE URL]

 \*\*\*

*VERSION 2*

*This version is very straightforward—you start talking about copywriting in the subject line!*

\*\*\*

SUBJECT LINE

A few copywriting ideas for [URL or business names]

Hi [NAME],

What can I say? I'm a copywriter—I'm obsessed with effective writing and great branding.

I wanted to send you a quick note because I came across your site and I really like what I see. (Especially [DETAIL].) That said, though, I have a few ideas to capitalize on the work you've already done and help increase your business.

Do you have a few minutes to talk? I'd love to run them by you.

Thanks!

[YOUR NAME]

[YOUR PORTFOLIO SITE URL]

 \*\*\*

*VERSION 3*

*This version pushes the envelope with the subject line. It’s not deceptive, but it will definitely stand out in someone’s email inbox. You’ll also need to identify one specific thing that you’d recommend changing and put that in where you see italics in brackets.*

\*\*\*

SUBJECT LINE

I found a mistake on your website

Hi [NAME],

I just wanted to drop you a quick note to let you know that I found a mistake on your website. Or really, more specifically, a missed opportunity.

Your site branding is good and I really like [DETAIL], but I think [*your home page headline needs to be clearer/your sales page headline needs to be more compelling/your about me page doesn't convey enough of your personal story/etc*.] I'm a copywriter, so I can't help but think about solutions and improvements when I visit sites!

I also have a few other ideas for your site and emails. If you have a few seconds to talk, I'd be happy to run them by you. As you know, the right copy changes can yield huge results!

Do you have time to talk within the next day or two?

Thanks!

[YOUR NAME]

[YOUR PORTFOLIO SITE URL]