

INFLUENCER  
EMAIL  
TEMPLATE

The School of Greatness  
Podcast Episode 434

WITH LEWIS HOWES

**THANKS FOR TAKING THE TIME  
TO DOWNLOAD THIS GUIDE!**

Check out [Episode 434 on the School of Greatness](#)

for a full explanation on how to use this template.

I go over how to make powerful relationships with influencers and what mistakes to avoid.

Use this template as a guide of do's and don't's to connect with high level influencers you want to build a solid relationship with.

Lewis Howes

A handwritten signature in black ink, consisting of the letters 'L' and 'H' in a stylized, cursive font.

## **PART 1 - DRAFT YOUR EMAIL TEMPLATE**

**Below is the suggested wording you will use in your email draft. Feel free to copy and paste this and edit the necessary fields:**

Hi XX,

My name is John [insert your name] and I'm a huge fan.

I've been following your work for X years and love what you're creating with [insert specific project or work of theirs]. I really appreciate what you said about [insert a specific idea, teaching, principle you've learned from them or admire about what they do].

OR

I got turned on to you by X [mutual friend] and have been a big fan ever since.

I noticed you are involved with [insert something that means a lot to them - non-profit, business, cause, brand, etc.] and I'd love to support you in spreading that message.

[Let them know in 2 sentences or less how you can support their mission/brand/cause]

Would this be helpful? Let me know how I can support you!

Thanks,

[Your name, website, social handles, contact info, etc so they can check out who you are]

**YOU'RE DOING GREAT!**

## PART 2 - PICK A SUBJECT LINE!

Below are some suggested headlines to use

Big fan

Love what you said about \_\_\_\_\_

Just saw your video/talk on \_\_\_\_\_

Huge thanks from a diehard fan

**NOW IT'S YOUR TURN! WRITE YOUR OWN IF YOU'RE FEELING CREATIVE!**

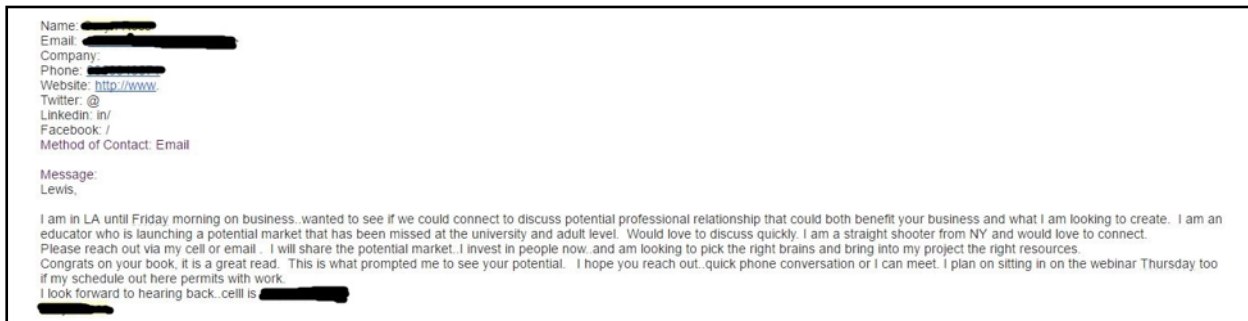
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**Pro Tip:** There is no wrong answer here so let yourself get creative! Show some personality in your headlines, but try to keep them short and to the point

## PART 3 - AVOID THESE MISTAKES!

Yikes! I don't want you to make these mistakes

**BELOW IS AN EXAMPLE OF WHAT NOT TO DO!**



### **AVOID THESE COMMON 4 MISTAKES PEOPLE MAKE...**

1. No warm connection - failing to mention mutual friends or that you listened/read/watched something specific from their work
2. No links for them to check out who you are - make it easy on the influencer to do a quick reference check or research you
3. Starting off with what you want - Influencers don't have time to learn about an opportunity or meet to hear about it... tell them in 1-2 sentences and peak their interest so they want to learn more
4. Asking them to call or meet you right away instead of offering something first

**REMEMBER, IT'S ALL ABOUT GIVING!**

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**Final Step:** Take action! Did you take the leap and send an email to someone you admire? I want to hear about it! Share it and tag me in the [Facebook Group: Online Business Mastermind with Lewis Howes.](#)