

# social triggers

## How to Email Influential People—And Get Responses FAST

When you email someone you don't know, the **ONLY** thing you should worry about is this:

What can **YOU** do to help the person you're emailing?

That's it.

Even if someone tells you to email them to ask them for something... don't.

When you don't know the person you're emailing, your first email should be all about how **YOU** can help them.

After that, the rest of your email should **PROVE** that you can really do what you say you'll do.

That said, there are **STILL** some other techniques to ensuring your emails get responded to... instead of ignored.

And that's why I'm happy to share these two emails I've personally used to get responses from influential people... **FAST**.

(I'll also share why they worked so well).

Let's jump right in...

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## Email #1: How I Convinced People To Share My Content With Their Readers

As I mentioned in the video, a while back I wrote an article where I debunked the myth that is "content is king."

To promote it, I wanted to get in touch with the web design community because I knew they'd love seeing an article about "design is king."

How did I get the attention of the top web design blogs... even though they had no idea who I was?

I used an email very similar to this one:

*"I stumbled on some academic research that proves design is king. It was conducted at a University in London, and the researcher found that when people distrust websites, 94% of the time they cite design related reasons. If you'd like me to forward that research your way, let me know and I'll gladly send it over"*

What's great about this email?

I don't talk about myself at all.

It doesn't matter if they know me or not.

I have information, and I'm asking if they want it. If they don't want it, that's fine. If they do, I'm in.

But let's break down each sentence to show you why this email works so well.

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**"I stumbled on some academic research that proves design is king."**

As I mentioned in the video, this is GREAT because it sets up my email for credibility.

I'm not saying "I have an opinion that design is king."

I'm not saying "I believe design is king."

I'm saying I've got academic research that PROVES it.

This is KEY because when people field emails from people they don't know, they always wonder "is this person credible?"

Here, I take the question of my credibility out of the equation.

Now how does this help the person I'm emailing?

Well, remember, I was emailing web designers. They had vested interest in learning about research that proves design is king.

**"It was conducted at a University in London, and the researcher found that when people distrust websites, 94% of the time they cite design related reasons."**

Instead, I'm borrowing the credibility of the university... and the researchers.

I also go on to cite the data that backs up my original claim that "design is king."

**"If you'd like me to forward that research your way, let me know and I'll gladly send it over"**

Finally, this is the LAST part... and likely the MOST important part.

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Here I straight up ask them if they want to see the research.

At this point, they've seen the credibility, and they've seen some of the data. So, OF COURSE they want to see the research.

But note how I don't give them a link to the research.

Why?

It's because I want them to ask for the research.

That way, when I send them the link, they won't think I'm "fishing" for a link.

Instead, I'm just sharing something I think they'd want.

Now you may think that sounds a bit "shady," but it's not.

I'm not trying to spam anyone. I'm not demanding a link.

I'm just eliminating the initial defensive posture people have when people send them a link.

(I don't know about you, but any time someone emails me a link as their first email, I always assume they're trying to get something out of me).

And that's it for the first email.

Now...

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## **Email #2: How I convinced NYT Best-Selling Authors, Academic Researchers, and Professors from Top Universities To Join Me On My Podcast**

Last year, I was gearing up to launch my podcast, and I needed extremely busy (and influential) people to join me for a discussion that could last up to an hour.

At this point, none of these people heard of Social Triggers. I was just some blogger.

The people I were emailing were known for selling hundreds of thousands of books... getting cited in every major newspaper and academic journal... and more.

How did I get them to join me on my podcast?

Again, I made it all about them. Even though they would be helping me by appearing, my email was all about how I could help them.

Here's an example of an email I used:

*"Just got done reading your new book, and that story [insert specific example], just made sense.*

*That said, I'm launching a new podcast, and would love to feature you and your new book. I suspect we'll be able to sell a few hundred copies from just this interview.*

*Here's the deal: I run a marketing / human behavior blog at SocialTriggers.com. I've got 13,000 RSS readers, 10,000 people on an email list, and I get about 100,000 hits each month.*

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*And since my blog is all about psychology and marketing, your book is truly a perfect match.*

*If you're interested, let me know and we can figure out the timing."*

That's it.

That's the email.

Now what did I do?

First, I wrote this email originally more than a year ago. My audience is much larger than that now :-D.

That said, you don't really NEED a huge audience.

The first email I shared with you NEVER mentioned my audience numbers. That's because, as I talked about in the video, it leverages an information gap.

That said, keep reading to see how this next email works.

**"Just got done reading your new book, and that story [insert specific example], just made sense."**

I started the email off with this because people love getting compliments.

(I do, you do, everyone does).

The trick here is to be specific and succinct. You want to prove to the person you're emailing that you know what they're all about... and that you actually took the time to admire and absorb their work.

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**"That said, I'm launching a new podcast, and would love to feature you and your new book. I suspect we'll be able to sell a few hundred copies from just this interview."**

Now do you see what I do here?

I'm asking for something from them, but I'm not making it all about me.

I'm making it 100% about them.

They have a new book coming out, and I tell them I believe I can sell a few hundred copies.

In your case, you may not be able to promise to move books like that.

But you can promise exposure to your audience (subscribers, twitter followers, facebook, etc).

**"Here's the deal: I run a marketing / human behavior blog at SocialTriggers.com. I've got 13,000 RSS readers, 10,000 people on an email list, and I get about 100,000 hits each month.**

**And since my blog is all about psychology and marketing, your book is truly a perfect match."**

Here's where I backup my claim.

I say I can move a few hundred books, and now I show them how I plan to do it.

I share my readership numbers. I also connect my blog to their topic... to let them know it's truly a perfect match.

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This is great because remember, authors want to stay on brand. They want to push books, and also become known for something specific.

But you might be wondering, “What if I don’t have large audience numbers? What can I do?”

First, don’t share your numbers if they’re small. **ONLY** share them if they’re large.

Why?

If they’re small numbers, people will say no because they won’t see the benefit of working with you.

So what can you talk about if you can’t mention your audience numbers?

Instead focus on the connection. Connect your readership to their ideal readership.

As an example, if I were to rewrite that section without ever mentioning my audience numbers, I’d say something like this:

*“Here’s the deal: I run a marketing / human behavior blog, where people just LOVE hearing about new research and insights in the world of human behavior. Your book is PACKED with them, and I know we’ll be able to convince my readers to buy your new book.”*

See?

Let’s keep going.

**"If you're interested, let me know, and hopefully can figure out a time in the next few weeks."**



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Finally, the ask. The call to action. Where I try to get them to commit to a specific time.

This part is the most important part, naturally.

A lot of people who ask for an interview, often provide dates and times.

I don't like to do that.

Instead, I like to leave it open ended that way they can agree to a time on their schedule.

If they respond and ask me to pick a few times, I do.

But in general I don't want to create a situation where it's easy for them to say "no."

And that's it.

Now take this new found knowledge and USE IT to grow your business.

## **But First, Here's What I Want You To Do Next...**

If you found this material helpful, do me a favor and share my video about emailing influential people with just one friend.

That's it.

There's no way I can check up on you to see if you did it, but I know you'll do it.

Here's the link to the video:

<http://socialtriggers.com/email-influential-people/>