

**How to Reach Out to
People You Don't
Know — And Leave a
Great First Impression**

Worksheet: How to Reach Out To People

If you want to start — and grow — your audience, you must learn how to reach out to people you don't know, while leaving a GREAT first impression.

Why?

The reality is this: when you're building a business online, you'll need other people to help you. Maybe you'll need a place to publish guest posts. Maybe you'll need help promoting yourself. Or maybe, you'll just need a friend to bounce an idea off of. Whatever the case, building a business isn't something you go at alone. You need a support network.

I should know. I started my first online business in 2005, and by 2006, things were going real well. Then, in 2007 things went even better. I was making a GREAT living, I was working a few hours each week, and I had the freedom to do what I wanted, when I wanted. But as the year progressed, I became more and more depressed about what I was working on, even though I was financially successful.

In hindsight, I know why. At the time, I had very few friends in the online community. And most of the people who I spent time with "in the real world" didn't understand what I did. And eventually, I walked away from my online business, after pressure from family (and pressure from myself).

Now, I'm not making excuses for why I quit my business in 2007. I'm just pointing out that if I had a support network — a community of likeminded people — I know I would have made a different decision.

And that's why I want to empower you to start building YOUR support network. I want you to build your community now. You won't regret it.

So, here's what I want you to do:

Step 1: Find someone you don't know — and reach out to introduce yourself

Where can you find this person? Well, you could reach out to a blog you've been reading for a while. Or you could reach out to someone else you might have stumbled upon in another community.

Here's what you should keep in mind: don't focus on reaching out to someone who has a HUGE audience. Don't reach out to a celebrity. Don't reach out to a super busy VC.

Instead, just reach out to someone who is in a similar space and position as you are.

For example, if you're just starting your business, you can reach out to someone else who's just starting their business.

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This is a great idea for two reasons:

First, it will be easier for you to get in touch with someone who's on a similar level as you. And second, you have a better chance of creating a win-win relationship with them.

Note: If you're struggling to find someone in a similar position as you, what you should do is this: go read the comments on the first two videos I published and meet someone in the comment section. There are more than 500 comments. You can see each of them here:

Video 1:

<http://socialtriggers.com/ca/btc-gkjg680vd4/>

Video 2:

<http://socialtriggers.com/ca/btc-gkjg680vd5/>

Step 2: When you reach out, realize this: It's not about you!

When you reach out to people, you must never forget the cardinal rule of networking: it's NEVER about you. It's always about the person you are trying to reach. I'll explain...

This guy sent me an email to ask if I could help him out by sending him a few readers.

(He obviously knows the benefits of getting large bloggers to send him traffic).

Unfortunately, there was no way I could say "YES!" to his request, even though he looked a good, honest dude.

Why?

Here's the email:

Hello,

I know you don't know me, but name is [REDACTED] from [REDACTED] I noticed that you link to a few bloggers related to me such as Pat Flynn so I thought I would take a shot in the dark to see if you would be willing to link to my site as well.

Don't worry, my mission is to provide REAL VALUE to my readers, which is why your website readers will see value in my website. I'll ONLY post very detailed, high-quality, and easy to follow articles.

Thanks for taking the time for reading this email.

Have a great day,

[REDACTED]

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What did he do wrong?

Here's a hint:

EVERYTHING in the email is about him.

There's NOTHING in the email that gives me a reason to even CONSIDER sending him traffic.

I'm not selfish. And I actually do like helping people. But these types of emails are in the same boat as "panhandling" to me.

I'm not pointing this out to make fun of this guy, because as I said, I believe he's an honest dude who's still learning the ropes.

The reason why I'm pointing this out is because I get a million of these emails each week.

And if you want to reach out to someone you don't know, you can't make it about yourself.

Instead, you have to make it about the person you're looking to reach.

For example, imagine if he said something like this:

Hey Derek,

I know you publish a lot of great content. I noticed that you took one of your videos — \$150 salad dressing — and you turned it into a Slideshare. And it did well.

I spent some time looking at your YouTube channel, and I thought it would be great to do that for another video of yours. So I did it. Would this be something you'd like to see? And if it's good, would you mind if I published it on my blog while linking back to your site? Or maybe, if you think it's a fit, you could publish it on your site? Let me know and I can share it your way!

Now think about this for a second. What's the difference here?

If he wrote this, I may not have published his Slideshare on SocialTriggers.com. But you could bet I'd at least share it on all my social channels. And that would have brought him TRAFFIC, which is exactly what he wanted.

Now why would I do this? In the first example, he's just asking me for something, and I get nothing in return. In the second example, I have an incentive to help him because he helped me first.

And that's the trick.

When I look at my current friends, especially friends in the online space, we all connected by helping each other in some way. Sometimes we offered some advice. Other times we just appreciated being

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able to share some of our war stories with one another. Yes, it's going to take work. Yes, it's not "easy." But that's what you need to do.

Note: When you reach out, focus on what you can do for the person you're reaching out to. Don't focus on what they can do for you.

Step 3: Now Here's What You Should Say...

Now that you know the two most important rules (to find someone at your level and focus on delivering value), the last question is, "what should you say?"

You should keep it short. Real short. And while I'd love to give you a word-for-word script that you can copy and paste to send over to someone, that would defeat the purpose of this exercise.

However, I can provide you with a script that you can tweak to make your own.

Here's the script:

Hey John,

I'm Derek Halpern. I noticed you are coming out with [insert anything], and I believe I could help you with [insert something].

I don't mean to overstep, and if you already have this handled, that's great! I'm just hoping to meet a few likeminded people in our industry, and thought I'd offer to pitch in as a way to open a few doors. I've actually done [insert what you promised] for a while, and have had [insert success or credibility metrics].

If it doesn't work, I wish you the best of luck! And would still love to get acquainted in the future.

- Derek

What's going on here?

As you can see, I'm suggesting you reach out and offer to help people. And actually do something for free.

Why?

Because it works.

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To date, this is how I've built almost all of my connections. From 2006 through now. I always open doors by offering to help people for free in some way. Sometimes we go on to become great friends. Other times it doesn't work out. Whatever the case though: it works.

And I want you to do it too.

So, follow the steps in the worksheet and reach out to someone you don't know today.

Plus, keep an eye out for another email from me next week. We will continue with this free training series on how to start - and grow - a blog that builds your business.

Talk to you soon!

- Derek Halpern