



“Dear Influencer” Email Template

This is an extra resource to go along with the original article:

[How to Get Started with Influencer Marketing](#)

Here’s a template you can use to reach out to influencers by email. Be sure to make it your own by adding personal touches. No one wants to receive a generic email.

Hey *Influencer!*

My name’s is _____, and I’m [position] from [name of company]. I’m a big fan of your [presence on this social media platform]. I especially liked the way you [promoted recent brand/ created important video/ etc.].

I’m reaching out to you because I’d love to work on a project together. You have just the spark we’ve been looking for!

[Brief details about your campaign and the influencer’s role in it-- make it two sentences or less.]

If that sounds like something you’d be interested in, I’d love to set up a time to speak with you this week. Here’s my upcoming schedule. Let me know if any of these times work for you.

Looking forward to hearing from you!

Cheers!

[your name]