



Wildfire
marketing

Email Scripts to Connect with Online Influencers

What is an online influencer? Someone who has the power to spread word-of-mouth online and encourage lots of people to buy your book. A true influencer possesses:

- Authority and credibility among a large audience.
- Reputation as a trusted recommender of products.
- Ability focus attention on an author's book, not just a quick shout out.

What are the best types of online influencers? Well-known podcasters are some of the best people to pursue first. That's where you can get a great return on investment. Major bloggers come in a close second. Also, YouTube personalities are getting quite popular. When an author lines up interviews with these types of influencers, book sales can grow overnight.

The easiest way to identify popular podcasters or bloggers is to Google search: "[Insert your genre of book] author interviews." For example, "leadership author interviews" or "literary fiction author interviews." In addition, iTunes is a great way to find interview-based podcasts.

However, once you have a list of podcasters and bloggers, how do you contact them?

FIRST, make sure you get to know those podcasts and blogs first. Before you ask to be an interview guest, take time to listen to two or three podcast episodes or read two or three blog posts first. You don't just want to come knocking on the door, begging to be interviewed. You want to show that you understand the sensibilities of their podcast program or blog format.

SECOND, get the proper contact information by either going to the podcast website or the blog website. At the top or bottom of those sites, you'll usually see a link or a box that says "Contact Us." Or, they might display a form or a link or an e-mail address where you can contact them directly.

THIRD, the next step is to send a polite e-mail requesting an interview. This free resource is designed to give you an easy to follow template. Follow each of the upcoming steps and paste in the specific details about who you are and your book.

REMEMBER, popular podcasters and bloggers tend to book guests 4 - 6 months out because they're so busy. Start several months ahead to get important interviews lined up in plenty of time.

Email Script #1:

NOTE: All of the email scripts that follow are written to connect with a podcast. If you're reaching out to a blogger or YouTuber, be sure to adjust the language wherever you see the word "podcast" written.

Subject: Loving your podcast

Hi (NAME),

I've been listening to your podcast and really enjoying it. In particular, I liked the episode with (GUEST NAME). I loved what (HE/SHE) said about (TOPIC).

I'm reaching out because, in listening to the show, I think I would be a great fit for a future episode.

I'm the author of the book, (TITLE), and I think your listeners would enjoy my perspective on (INSERT SHOW IDEA or EPISODE TOPIC). My experience with (MORE INFO) will be especially fun for them to hear about.

I'm happy to work with your schedule, and I'll also promote the episode through my own email list and social media channels.

Let me know what you think. Thanks!

(YOUR NAME)

Timing: The best time to send this first email message is early afternoon on a weekday (Monday – Thursday)

If you don't get a quick response, then wait 5 days and send this follow-up Email #2:

Subject: RE: Loving your podcast

Hi (NAME),

Just wanted to follow up to make sure you got my earlier email below. Let me know if you have any questions. Thanks!

(YOUR NAME)

(INCLUDE COPY OF FIRST EMAIL)

If you receive a “Yes” as a reply:

That’s great news! The podcaster or blogger will usually walk you through their process to schedule and prepare for the interview. Be respectful and follow their steps. Ask questions and follow-up by email if there is any confusion.

If you receive a “No” as a reply, then send this email asking for a referral:

Subject: (reply to previous email)

Hi (NAME),

No problem at all. Thanks so much for responding.

Since I am looking to contribute to podcasts or blogs, I’m wondering if you have any recommendations. I’m happy to reach out myself, but just wanted to see if you know 2 or 3 people that you think would be a good fit.

Thanks so much!

(YOUR NAME)

If you don’t receive a response from this email, then leave the person alone and move on. Don’t harass or annoy the contact. There are plenty of other options to pursue.

After your author interview goes live, wait two weeks then send this follow-up email:

Subject: Follow up (or, reply to a previous email)

Hi (NAME),

Thanks again for having me on your show a couple weeks ago. I had a great time and it seemed to get a good response from your audience.

I wanted to follow up and ask something. I’m looking to contribute to some other podcasts or blogs and was wondering if you have any recommendations. I’m happy to reach out myself, but just wanted to see if you know 2 or 3 people that you think would be a good fit.

Thanks so much!

(YOUR NAME)

If you receive a referral from your original contact, send this email to connect with the new name:

Subject: Loving your podcast

Hi (NAME),

I was exchanging emails with (REFFERER NAME), and (HE/SHE) said I should reach out to you because I might be a good fit for your podcast.

I'm the author of the book, (TITLE), and I think your listeners would enjoy my perspective on (SHOW/EPISODE TOPIC). In particular, my experience with (MORE INFO) will be fun for them to hear about.

I'm happy to work with your schedule and I'll also promote the episode through my own social media channels.

Let me know what you think. Thanks!

(YOUR NAME)

Do NOT overlook the power of asking for referrals. This simple technique can turn one connection into 5 – 10 new opportunities...for FREE!

Now you know exactly how to connect with online influencers. Go for it!

About Rob Eagar

Rob Eagar is one of the most accomplished book marketing experts in America. He's personally coached over 450 authors, consulted with top publishing houses, and helped clients hit the *New York Times* bestseller list three different ways, including new fiction, new non-fiction, and backlist non-fiction. He even helped a book become a *New York Times* bestseller after 23 years in print! For free resources and details about his consulting services, visit: www.RobEagar.com