

EFFECTIVE PITCHING

7 Templates That Improve Your Response Rates



DARIUS FOROUX

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INTRODUCTION

The most difficult thing in life is getting started. Going to the gym, eating healthy, writing daily, creating content, being grateful, reading, journaling—it's all hard to start doing.

And that's exactly why most people fail. The problem is not quitting, it's that we don't know how to get started.

There are a million questions you can have before you start blogging. How do I get traffic? How do I send out mass emails? What should be in them? How do I make money?

You won't find out if you don't get started. I can guarantee you that.

That's why I created this eBook. It's something I wish I had when I got started. In this book, you'll find email templates that have brought in more than six figures a year in revenue for my businesses.

Does that mean you can do the same? My job is to be honest with you: The answer is no. There's no way I can guarantee such a thing. That's not how blogging works. We can't make false promises. Instead, we must *inform* our audiences.

Regardless of how much money these templates will bring in for you, I guarantee that it will get you *started*. Let's go.



-Darius

1. HOW TO PITCH GUEST POSTS

"How do I get started when I have no experience?"

"Do you want me to pitch articles? But who am I?"

"I have no credibility"

These are all lies that I told myself before I got started. And every single blogger I've met had the same thoughts in the past.

That's why I start this eBook with a pitch email that I sent BEFORE I had my current track record. Look, 99% of the shit you read on the internet is crap. It's fake. People pretend it's easy to get traffic, likes, and to earn money. It's not.

That's why I started sharing my ideas online. I saw the BS and recognized an opportunity to stand out from the crowd with honesty. So instead of sharing email templates applicable to when I was already successful, I'm sharing templates that you can use REGARDLESS of your status or experience.

That means you have no excuses. So here's the pitch email that I sent to Fast Company (one of the hardest publications to get into) in 2015. My comments are in red.

Would Facebook be so big if Zuckerberg remained a programmer? Here's why I don't think so..

me to kdavis 9/20/15

Kathleen,

If Mark Zuckerberg were still a programmer, Facebook probably would not be the company it is today. Zuckerberg went from coding to being a leader. If you want to progress your life and career you have to step up as a leader at some point—this could be in your company or your family. By developing 7 essential leadership qualities that I discuss in my article, you will be better equipped to lead.

I've read the guidelines for submitting to Fast Company. I've also done my research about my topic (see attachment for screens). A search for 'Leadership Qualities' finds multiple articles about this topic from your competitors Forbes, Inc, and Entrepreneur. Keyword research also suggests that leadership skills/qualities is a topic of interest.

But that is not why I wrote my article. I sincerely believe that the world lacks leadership. The reason I'm sending you my article is because I'd like to write for publications that I read.

I've recently quit my job at Gartner in London to become get my message 'out there'. I've published a book, and an article on Thought Catalog that has been shared 2.1K times.

I hope you like this article. Have a nice Sunday!

...

Catchy Headline (always write your subject lines as headlines for articles)

Hook the recipient in with something that is related to why you're reaching out. Research what they said, what they like, etc.

Say why you're reaching out. In my case, I want them to publish my article.

Everyone makes mistakes, it's not a big deal. They ran my article anyway)

Social proof.

I went for a soft close. But I could have said something like: "If you think this article is a good fit for your audience, feel free to publish it."

Always make it easy for people. I sent my headshot and the research I did. When you want to schedule a meeting, always send a link to your meeting scheduling tool (use Calendly) or propose 2 times. Remember: Always think ahead. What's the next step? And give it to them already.

Darius Foroux - 7 Essential...
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This single email template is worth gold to me. You can pitch yourself into every single publication. But there are a few conditions:

- Write a GOOD article.
- Your article needs to fit the topics the publication covers.
- Your article needs to mimic the language and style of the publication.

[Here's a link to the published article in case you want to check it out.](#) And here's the email template in text so you can copy it if you want.

Subject: Would Facebook be so big if Zuckerberg remained a programmer? Here's why I don't think so..

Kathleen,

If Mark Zuckerberg were still a programmer, Facebook probably would not be the company it is today. Zuckerberg went from coding to being a leader. If you want to progress your life and career you have to step up as a leader at some point—this could be in your company or your family. By developing 7 essential leadership qualities that I discuss in my article, you will be better equipped to lead.

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-Darius

2. ASKING FOR REVIEWS

I used this email after I gave my book away for free. Remember: NEVER ask something without making sure you've given people enough value in the past.

Also, I sent this email to people who actually clicked the download link.

The reason I mention this, is that asking for reviews will not work unless you give value to people. And of course, you need a good product.

Side Note: You can easily filter people who clicked a link in email marketing software. I use ConvertKit, which I proudly recommend to every single blogger.

[Get a free trial for ConvertKit](#)

Here's the email template. You can simply copy, paste, replace the book title, and you're ready to go.

Subject: What did you think of THINK STRAIGHT?

Hey there! How's it going?

Did you get the chance to read THINK STRAIGHT? The most difficult part of publishing a book is to wait until people read it!

And I've been happy with the response until now. But I'd also love to hear *your* opinion. Did the book help you? Or maybe not? What was helpful? What was not?

Would you mind leaving an honest review on Amazon?

Because your feedback helps me a lot to create better content in the future. I think honest reviews are also helpful to people who *want* to read the book. So hopefully, your feedback is useful to others too.

Thanks for reading and talk to you soon!

- Darius

3. GETTING YOUR ARTICLE SYNDICATED

Here's a secret: You don't have to write guest posts all the time. That's not a smart strategy. After all, why would you spend all your time working on an article that gets published on someone else's blog?

In the beginning, you need guest posting to build authority and get traffic. But once you're more established, I recommend getting your articles syndicated. With syndication, you publish an article on your site first, and then send the article to publications. This is better for your site's SEO.

Anyway, I promised to be honest with you. This email template did the job. However, looking back, I would change a few things. But I still want to share it here because it contains a mistake that many of us make.

Here's the template. Check out my notes on the next page.

Subject: Your article '5 Ways to Find Your Dream Job'

Hi Carolyn,

I enjoyed your article '5 Ways to Find Your Dream Job' recently and shared it with people I coach. Great advice! Thank you.

The reason I'm also reaching out to you is because of my article '[20 Things That Will Make You More Productive Than Ever](#)'.

Evernote, one of my favorite apps, just [tweeted](#) about the article. I thought, if their audience likes it, maybe your audience could enjoy it as well.

If you think it's a good match, feel free to republish it on Entrepreneur. That would be a pleasure.

Anyway, keep up the great content. Thanks for reading.

Cheers,
Darius

- I emailed an editor of *Entrepreneur* who also publishes articles herself. You'll often find this at publications. You can identify editors by searching Twitter or LinkedIn. Search for phrases like: "*Publication Name* editor".
- Don't use the "I read your article and it was awesome" technique. It's way too common. Everybody says something like that—and 99% of people don't even mean it. So it's better to not say it at all.
- The rest of the email is good. I still got a response from the recipient. She forwarded the email to the right editor. In this case, *Entrepreneur* didn't run the article because they don't syndicate posts.
- But apart from the generic opening, the template is solid.

4. PITCHING A SURVEY

I regularly do surveys on my newsletter. It's the #1 way for me to learn about the challenges of my audience. If you haven't done a survey recently, I suggest doing one immediately.

Here's the template. My notes are below the template.

Subject: Your input matters to me

Hey!

Hope you're having a productive week.

I'd like to do something a little bit different here. I want to ask you what you want to learn about.

With that information, I can gear my upcoming articles towards topics you want to know more about.

It would mean the world to me if you could just take 5 minutes and tell me about your current priorities and challenges.

[You can do that by answering these 5 questions.](#)

Thanks!

Take care.

-Darius

- Notice the subject line. It's about them, not you.
- Explain what you will do with the input.
- Keep the survey short (you can click the survey link to check it out).

5. THE WEBINAR INVITE EMAIL

Don't believe the hype about webinars. Online marketers will tell you that you can make pots of gold by simply running webinars. That might have been (somewhat) true when this trend started, but things have changed.

People have a small attention span, want to consume content on their own time, and have learned about the sneaky sales tactics people have used. And yet, webinars can be a good way to sell your informational products.

I've hosted a webinar called Small Habits, which had little over 1500 registrations within 2 weeks. The template is on the next page.

Here are a few things you want to include in your invite email and registration page:

- What does the webinar do? I.e. what challenges will you address during the webinar?
- Who is it for?
- When is the webinar?
- For yourself (not to include in the email): What products do you want to offer at the end of the webinar? It doesn't make sense to do a webinar for the sake of doing a webinar.

Subject: <Invite> Join the Small Habits live training this Saturday or Sunday

I'd like to invite you to join me on my webinar, Small Habits. Here's what I will cover during this 50-min training:

- 1. How to form positive habits that transform your life**—Making a big change seems hard. But when you adopt the 7 key habits I show in this training, you'll be surprised at what you can achieve!
- 2. How to make better life decisions**—Can't decide what to do in your life and career? Are you paralyzed by fear? I'll show you a simple way to overcome that.
- 3. How to prioritize your time and energy for optimal performance**—How do you get the most out of your time and energy? How do you say no to things that drain you? It's simpler than you think. "When is it?"

I recently did a poll. According to my readers, the 2 most popular times for a webinar are:

- **Saturday 12 PM Eastern Time** ([use this link to register for Saturday](#))
- **Sunday 9 AM Eastern Time** ([use this link to register for Sunday](#))

So that's what I'm going with (your local time zone will automatically show on the registration page). I think these days/times are great because it shows how serious you are about making a change. Most folks simply waste their time on the weekend.

You can pick a day that you want to attend. And then use the above link to register for free. The training will be *this* Saturday and Sunday.

See you then!

-Darius

6. THE PRODUCT LAUNCH EMAIL

This template alone has made over \$50K in course sales for me over the past 12 months. Find my notes on the next page.

Subject: Register for Procrastinate Zero 2 and double your productivity

I want to invite you to join me in Procrastinate Zero 2: Essentials.

In this course, I'll show you how to double your productivity so you can get more done in less time. With the input of my students and readers, I've put together a registration page where I share the following information:

- Who is this course for?
- What does it promise?
- What's the guarantee?
- What challenges does it help with?

I also made a short video at my office where I answer the #1 question I've received of the past three years.

Watch it here:



With this course, you can *double* your productivity. And it's not a big investment. But it has a huge return on the quality of your life.

Click here to learn more.

Hope to see you inside the course! And if you have questions, let me know.

-Darius

P.S. In case you were wondering how much the registration fee is. I saved the best for last: **\$47**. Remember: The registration closes on Sunday night. I'm not offering this course again for a while since I'm going to work on my other projects.

- Before you send a “Register Now” email, make sure you’ve given enough value to your subscribers.
- Build up to this email. What I mean is that a launch email can’t come out of nowhere. Mention you’re working on a course, preferably 2 weeks in advance. Then, write several emails about why this topic is so important. Give free training. Only when your subscribers know the back-story, make the offer.
- Address all the questions prospective students might have:
 - Who is this for?
 - What does it do?
 - What’s the price?
- Make sure people can actually find the answers to those questions on the registration page.
- Have a call to action. In this case, I went for a soft “click here to learn more.” But I also use more direct phrases like “click here to start now.” Both work well. Test which one works better for you.
- Aim for having a visual in your email. Spark people’s curiosity. There must be a reason why people click on your links.

7. THE “WHY DIDN’T YOU BUY?” EMAIL

“No one bought my course!”

What now? Well, you’re not giving up. *That’s what’s now.* Instead, you’re going to get your shit together and figure out **why** people didn’t buy. I know, that’s very confrontational.

It’s like most hard things in life—we do everything to avoid it. It took me 2 years to send out this email. But I’m glad I did. With the feedback I got from my audience, I improved my conversion rates. Plus, my refund rate has been 0% in 2018.

Here’s the template. Please use it. Preferably 3 days after your last sales email.

Subject: Can I get your feedback?

Hey, how are you? I noticed that you didn’t join PZ recently when it was open for enrollment.

That’s perfectly okay. Even better: I would love to know why.

I work hard to offer the best training possible, and your feedback can help me to serve you better in the future.

[Here's a short \(anonymous\) survey.](#)

Do you want to help me out? I would highly appreciate it.

Speak soon.

-Darius

CONCLUSION

This short eBook is about more than simple email templates. I also gave you my email marketing strategy. Things like giving value, doing webinars, asking for reviews, doing surveys, learning about your audience's challenges, and solving them.

It's also about shifting your mindset. As a blogger, you're not only a content creator, but you're also a salesperson. That's something we all need to get used to. Otherwise, there's no way you can truly help people.

You must get your ideas, products, and advice out there.

That's the message I hope you will remember from reading this eBook.

Thanks for reading,

Darius