

Context: My client makes reels where he promotes AI brands. He has around 200k followers on IG, great reach and engagement.

He never reached out to companies before, since they were all reaching out to him. But now he wants to change that and contact them first.

So, rip my outreach apart Gs. But if you can only review 1 or 2 emails, please review the ones starting at the 3rd email. Thanks!

1. Email:

Hey {{contact.first_name}} Team,

I came across your website on <specific website they're featured on>.

Every day I increase one AI company's brand recognition, by promoting them on my Instagram page which reaches 50k people/day on average.

My previous collaborations with similar AI companies have led to more website traffic, sales, and overall brand engagement.

Here's my Instagram, so you see the results yourself:

<picture of his IG>

Would that be something of interest to you?

Kind regards

<name>

PS: You also get to be featured on my YouTube podcast for free!

2. Email:

Hey {{contact.first_name}} Team,

Following up real quick:

Have you received yesterday's email?

Kind Regards

<name>

3. Email:

Hey {{contact.first_name}} Team,

One of my recent partners saw a 38% increase in website traffic and with that a great boost in sales.

Would you like to reach a larger audience and increase sales as well?

Kind Regards
<name>

PS: In case you want to see my Instagram again:

4. Email:

Hey {{contact.first_name}} Team,

Just in case you doubt that my audience will resonate with your brand:

These are the comments I got from promoting the AI company Metricool.

Every "Metric" Comment is one person being interested in that brand:

<comment of people who want the link of this AI tool>

Kind Regards
<name>

5. Email:

Hey {{contact.first_name}} Team,

I was thinking of how we could make our collaboration truly special.

What would you like to include in our partnership, so it becomes a no brainer?

Maybe it's discounts or limited time access to your tool for my audience...

What do you guys think?

Kind regards
<name>

6. Email:

Hey {{contact.first_name}} Team,

Since you have a ton of work to do, I'd like to address any questions or concerns you might have.

If now is not the right time, I respect that!

I'd still love to hear your thoughts about a potential partnership whenever you think you're ready.

Wish you guys all the best!

<name>