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Kelli's Cold Email Example

Kelli Bloomquist was kind enough to share the exact cold email that she sent to a prospective client that resulted in a 6-figure retainer! Please use the below example to get an idea of what a successful cold email could look like and use it as inspiration for crafting your own cold outreach messages. Please do not copy & paste Kelli's email and use exactly as-is. We strongly recommend creating your own personalized emails for the best results!

Check out the [Lead to Landed program](#) for more information on how to create a profitable prospective client pipeline for your PR services!

Note: The below example has some information redacted for privacy. The [Contact Name] in the third paragraph was the franchise owner of the Des Moines location that Kelli briefly spoke to before pitching herself to this client. This particular company had 18+ franchise locations at the time of this email.

Hi [Prospective Client Name],

I'm a big follower of [Company Name] and visited your Des Moines location with my family last weekend. I've been following the launches of your brand and many locations and love how you are so creative with your social media feeds and drawing in your demographic.

I run a boutique PR agency that serves health and lifestyle clientele. I help our clients to grow their impact and income through public relations and digital media services, influencer engagement, social media strategy and execution for brands, and even marketing and advertising management.

I've spoken some with [Contact Name] and I would love to get you local media coverage in Fort Dodge and Des Moines, specifically regarding you and your business story. I also would love to pitch your brand to national television and newspapers. There are multiple producers and writers that I have relationships with who are currently looking for fun and unique pieces like [Company Name]'s. In fact, I have one specific national producer that I'd love to get you with for a feature as [holiday] is coming up at the end of next month.

Additionally, [Contact Name] mentioned to me that there are regional and national media outlets reaching out to you for advertising runs costing a significant amount of money. I've worked in the

public relations and journalism world for 26 years, and I can say without a doubt that the thousands of dollars they're asking you for aren't worth what you are already getting in your current social media feeds, plus what a solid PR campaign will get you.

If you're considering public relations and marketing support, I would love to schedule a quick call to discuss how I can help you with media opportunities and to help you with ad runs and budgets.

I look forward to connecting! Have a fantastic day!