



Email Templates to Land Your First Client

Template for Emails

For a Low-Burden Technique to Leverage Your Network to Get Clients

Instructions:

Use the templates below to reach out to your network. Fill out the information in the brackets [...] below. You can customize them if you'd like. Just remember to keep them brief, substantive, and to the point.

There are 3 templates:

- A template for the email you send to your network asking for their help
- A template for the reminder email to your network
- A template for the thank you email to your network

Once you are done, simply cut and paste it into individual emails to send to each person in your network.

Need more information?

See the Craft of Consulting blog "Land Your First Client: A Low-Burden Technique to Leverage Your Network" at www.craftofconsulting.com.

1. Email you send to your network asking for their help:

Examples of email subject lines:

- For people you are close with: Willing to help?
- For people who you know but aren't as close with or haven't connected with in a while: In a new position and asking for help

New Message — ↗ ✕

To Cc Bcc

Subject

Hi, [Name]! [Add something personal that connects you but keep it brief.]

I'm delighted to tell you that I am now a [field of consulting like "healthcare," "management," or "technology"] consultant [with...(name of firm if you are with a firm)]. I am eager to start helping clients and am hoping you can help me. Would you be willing to send the email below to people you know? If you know they work in the same field, that's great. If they don't, that's OK too. You never know who they know.

I've made it easy for you! I've drafted an email below. All you need to do is enter your contacts and click send. Of course, if you want to make any changes, please feel free.

I can't thank you enough for helping me as I start on this new adventure. If you do send the email out, please let me know. If you want to hear more about my new life as a consultant, I'd love to tell you more.

Thanks,

[Your first name]
[Your email]
[Your phone number]
[Your website]

Email to Send Your Contacts:

Subject line: Introducing a [field of consulting] expert



To

Cc Bcc

Subject

I want to introduce you to [your first and last name], a remarkable person who is now a [field of consulting like "healthcare," "management," or "technology"] consultant [include "with" and the name of the firm if you work at a firm] in case you need any help or know anyone who does.

[First name] can provide a range of consulting services, including:

- [Bullet describe what you can do for a client
 - Results you've gotten other clients or in past jobs]
- [Bullet describe what you can do for a client
 - Results you've gotten other clients or in past jobs]
- [Bullet describe what you can do for a client
 - Results you've gotten other clients or in past jobs]

If you want to see examples of [your first name]'s bio, resume, and excellent work, click here. [hyperlink "click here" to the site where they can see your bio, resume, and work].

Feel free to schedule a time to talk to [you first name] if you want to know more about what they can do.

Schedule a time to talk: [Link to schedule a meeting]

Also please share this email if you know anyone who may need [his/her/their] help.

Thanks,
[Name of sender]

2. Reminder email to send to people in your network:

Subject line: Reminder about sending my consulting email

New Message — ↗ ✕

To Cc Bcc

Subject

Hi, [Name]! This is just a friendly reminder in case you haven't had a chance to send out the email about my consulting to your contacts. I copied it below again to make it easy to send.

If you did send it, thank you so much! I truly appreciate your help.

If you have any questions, please let me know.

[Insert email for them to send]

Thanks,

[Your first name]
[Your email]
[Your phone number]
[Your website]

3. Thank you email to send to people in your network:

Subject line: Thank you!

New Message — ↗ ✕

To Cc Bcc

Subject

Hi, [Name]. I just want to say thank you for your help if you sent out my consulting email. It's been wonderful to have so much support as I start this new adventure.

If I can ever return the favor, please don't hesitate to ask!

Thanks,
[Your first name]