

MODULE

4

# MARKET RESEARCH EMAIL SCRIPTS



60 DAYS TO LAUNCH A  
**BUSINESS**  
— YOU *Love* —

People are busy, and there's no way they can say yes to every request. If you want to get help, you need to ask for it in the right way. Keep these guidelines in mind as you write your emails.

**1. Every email you write needs to have personal, thoughtful touch.**

Take a moment to look at their Facebook page or website, and reference something they are working on. It shows you care and are interested in their success.

**2. Make it as easy as possible for them to say yes.**

Give specific dates and times as options for the call so they can easily check their calendar for those times, rather than having to think about it. Request 20 minutes of their time, rather than leaving it open-ended. Someone without much time won't want to say yes to a 1-hour call or if they don't know how long it takes.

**3. Keep your email concise and easy to read.**

Keep paragraphs short (1-2 sentences). Take the time to carefully review and edit your email so that it is easy to read and digest.

60 DAYS TO LAUNCH A  
**BUSINESS**  
— YOU *Love* —

Here are email scripts to get you started. Make sure to personalize them!

## EMAIL TO PAST OR CURRENT CLIENT

---

Subject: Can I interview you?

Hi Annie,

Hope you're doing really well. I saw on Facebook that you were just in the Bahamas -- looked like a lot of fun!

I'm reaching out because I'd love your help. Over the next two weeks, I'm interviewing past and current clients about their challenges and goals around getting more visibility. These insights will help me better serve my clients, as well as reach more people with my work.

I'd be super grateful for any help you can provide with this! Would you be available for a 20-minute interview on Thursday or Friday afternoon? Any time between 1 - 4pm would be perfect.

Let me know and hope to talk soon!

Jim

P.S. Feel free to suggest other times that would work better with your schedule!

60 DAYS TO LAUNCH A  
BUSINESS  
— YOU Love —

## EMAIL TO A CLOSE FRIEND

---

Subject: Can you chat this week?

Hi Alex!

Hope you're doing great!

I was wondering... do you have time for a quick 20-minute call this week?

I'm in a business training program called Launch What You Love in 60 Days and my homework this week is to interview 10 people to get feedback on my business.

You always have such great ideas -- I'd really appreciate your help!

Let me know & talk soon!

Amanda

60 DAYS TO LAUNCH A  
**BUSINESS**  
— YOU *Love* —

## EMAIL TO OTHER PEOPLE SERVING THE SAME TARGET MARKET

---

Subject: Would love your advice

Hi Mike,

Hope you're doing well. It was so great bumping into you at the Love Your Life Conference.

I wanted to reach out because I'm working on launching my fitness coaching program. Since you serve the same busy, corporate executives I'm targeting, your input would be invaluable!

I have a couple of specific questions I'd like to ask you. Would you be available to speak sometime on Tuesday or Wednesday for about 20 minutes? (I can also work around your schedule, so feel free to suggest a couple other times if that'd be better for you.)

Thanks in advance for any help you can provide!

Jennifer

60 DAYS TO LAUNCH A  
**BUSINESS**  
— YOU Love —

## FACEBOOK POST TO FIND PEOPLE WITH THE PROBLEM YOU SOLVE

---

You might not know anyone who struggles with the problem that you solve, outside of

potential clients. (And you may not want to reach out to potential clients for this conversation.)

A great way to find people in this category is through reaching out to your Facebook network.

See below.

“Hi friends! I’m looking to interview a couple of people in my target market (successful, career-oriented women in their 30’s, who are looking for love) for my dating coaching practice. If you’re available for a 20-minute interview over the next two weeks, please message me!

In exchange, I will happily offer you or a friend a complimentary coaching session with me. Many thanks!”

60 DAYS TO LAUNCH A  
BUSINESS  
— YOU LOVE —

## FOLLOWING UP + BUILDING THE RELATIONSHIP

---

After you speak, send each person a thank you email. Then, in a couple of weeks, follow up and share the impact that these suggestions have made on your business.

Thank you so much for your time! I got a lot insights from your feedback that are really helpful to me as I grow my business.

Would it be okay if in a month or two I sent you an update? I would love to keep you posted on my progress!

60 DAYS TO LAUNCH A  
BUSINESS  
— YOU *Love* —