

Warm Letter of Introduction Template:

Here's mine:

"Dear Darlene,

I am really excited to update you on my direction I'm taking in my photography business working with food crafters and culinary experts!

As you know, five years ago, I left my job in the hospitality industry to pursue my passion for photography. I am happy to say that it has grown steadily over the last five years and I'm stretching creatively and professionally everyday.

Recently I had the opportunity to work an exciting client who bakes some of the most flavorful cupcakes I've ever tasted. So when she asked me if I would consider photographing for her growing business I jumped at the opportunity to assist her. As a matter of fact you can see the results of that shoot on my website located at www.RodneyWashington.com.

My new photographic specialty is helping independent food crafters; culinary experts, cookbook authors, personal chefs and food stylists showcase their talents.

Darlene, here's why I'm writing.

My client base is growing steadily, mostly through referrals. Would you please be on the lookout for friends or colleagues in the culinary industry that need to showcase their creative talents?

I work with people all over country; travel is not a problem provided expenses are covered. (That friend you have in New York is as much a prospect as someone down the street from you.) If you do see a match, will you let them know about me and vice versa? I'd love to chat with them, to see if I could help.

Alternatively, they can call me directly with questions at (323) 915 9741 or visit www.RodneyWashington.com. If I am not the right photographer however, I have colleagues, who may be better suited and will be happy to refer them, Thanks for your help! If there's anything I can do on my end to help you, in any capacity, please let me know.

Warmly,
Rodney Washington

P.S. I've included my recent promo post card for you to read more on this, as well as testimonials from happy clients. Enjoy and please feel free to give me your feedback!"

Email Invitation Template:

Hi, Beautiful Name! I hope this finds you well!

I am looking to make 2012 really a banner year not only for me, but for my clients as well.

As a fellow entrepreneur, I would love it if I could get 15 minutes of your time to help me get a pulse on what you are needing in your business to help make you even more successful so I can be sure to offer some free calls and content around those topics, as well as, design more online programs that may be of interest.

Would you be open for a 15 minute call where I ask you a few questions about your needs and wants as a business owner? (This is not at all a sales call, I promise!) Would Friday 12/16 or Monday 12/19 work best for you?

Many Blessings,
Rodney

Another version if you're offering a product

Hi, Beautiful Name! I hope this finds you well!

I am looking to make 2012 really a banner year not only for me, but for my clients as well.

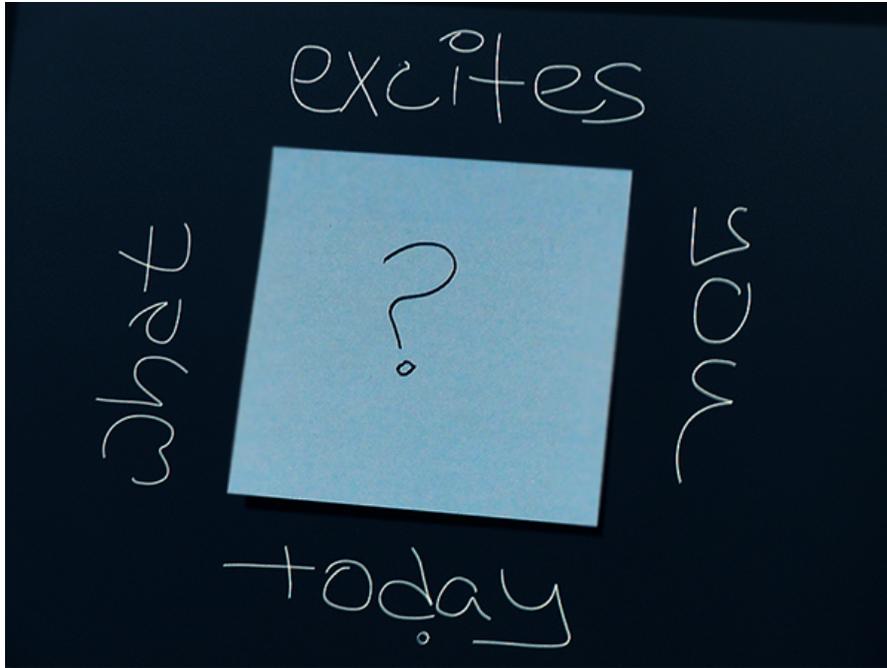
As a fellow fashionista, I would love it if I could get 15 minutes of your time to help me get a pulse on what you are needing in your wardrobe to help you look and feel even more fabulous and successful than you already do. I want to be certain that I'm creating pieces that really sing to you, pieces that match your individual style, color palette and personality or anything else that may be of interest.

Would you be open for a 15 minute call where I ask you a few questions about your needs and wants as a fashion forward business owner? (This is not at all a sales call, I promise!) Would Friday 12/16 or Monday 12/19 work best for you?

Many Blessings,
Rodney

Social Media Connect Template:

I'll share a recent example of one of my posts:



"What overwhelms and yet excites you most about your business?"

This is the formula I use to connect with my followers on Facebook. I then can reach out only to the people who leave comments on my post with a private email inviting them to have a get acquainted conversation with me.

Your goal is simple:

1. Craft a Facebook post that asks a question that elicits a response other than a hard yes or no. (Your question must elicit an engaging response)
2. Attach some form of visual media to the post either a photograph or a video (if you use video you could ask the question in the video) but you need attach a piece a visual media. Another option is to provide a link to a specific piece of content on your website.

I received about eight responses to that post. Two of which I intend to follow up with with private conversations. This is something that you all can employ TODAY! This very minute. Give it try. Below I'll illustrate another example

Example from someone in the class:

So for example let's say Jaeleen wants to attract the attention of her Facebook followers to comment on her children's sweater line. Something she could write for Facebook could look like this:



"This one is one of my hottest sellers, but I'm ready to offer it in some different colors. What colors or colors combo's would you like to see?"

Do you see how crafting your message with a visual in this manner will engage the reader? Now before you start to craft your own messages there are several key elements I want to point out.

1. She's selected an item that she's revealed currently sells well, alerting the reader that there is a demand for this product.
2. She's using a high quality photograph that pulls the viewer into the message.
3. She's asked an open ended question inviting the reader to share their opinion and tell her directly what they want.

So where does she go from here?

Well for starters assuming she has the resources (**Module 2**) to create new product based on the feedback to her post she could respond as simply as providing a link to the page on her website where people could purchase the sweater.

Another option is offer to take pre orders for the new styles and reach out to those who express interest by Skype or telephone call.

You can do this with as many products as you have in your inventory. You can do the same thing offering your services as well which brings me to using video.

Video Invitation Template:

In my opinion video will serve you better if your goal is to engage followers and then leverage that engagement in a more direct and personal way. This works especially well if you're offering a high end service!

I'll use myself as an example. I'm in process of launching a new menu of services everything from Social Media Consulting all the way to Video Production & Launch Strategy. So I felt instead of using a stale text heavy sales page I'd decided to use a video illustrating my services with me talking about the results my clients would receive. (I'll reveal more about that in Module 4)

So if you are offering a service creating a video to talk about it could be as simple as you sitting down in front of a video camera and speaking directly to your potential clients challenges. Be sure to reveal a bit about the results your get your clients receives and finally offer an invitation to take the next step by setting an appointment with you so you can discuss ways you can help.

Steps For Making An Engaging Video:

1. Get clear on what you want the video to do after they watch ~ in other words what's the next step?
2. Don't worry if you have to do it a few a times, but often your first take will be your best
3. Don't afraid of making mistakes, people want to know you're human and relatable.
4. Don't invest a lot money in expensive equipment, if you own an Apple computer for example that you've purchased in the last year or two you most likely have a camera on it.
5. Use good lighting, that's key
6. Groom yourself, if you're a woman put on a little makeup, if you're a guy comb your hair perhaps put on a nice jacket or shirt.
7. Don't put your hand in front of your mouth or talk with your hands in front of the camera. You'll block your face.
8. Keep it brief and to the point, less than 3 minutes
9. Smile!!