

Templates: Contacting Potential Clients

Purpose: Use these email templates when first contacting potential Amazon Consultation clients.

Note: If you really like the product and want to stand out, consider buying the product and coming in as a customer. This will make any product creator or business owner happy and show you have a strong interest.

Note: To send the template emails, copy and paste the subject and body of the template into their respective fields in your email. Then, edit the text in [brackets] with the appropriate information about your product or business. Also, increase the text size for better readability (10 pt. font recommended).

Procedure:

1. If you find a product outside of Amazon that you would like to work with, send this email:
 - a. Use this template if you **have** purchased the product.
 - b. **Subject:** I love your [product]!
 - c. **Body:**

Hi,

I wanted to reach out and share a story about how I love your [product] and how it has helped me.

Are you interested in hearing it?

Also, I tried to look for your product on Amazon and didn't see it on there.

My name is [your name] and I'm an expert with helping businesses and product owners generate more sales and become a stand out brand leveraging Amazon's platform.

After I share my story, maybe I can answer a few questions you might have that could help you sell more products and become a larger brand by using Amazon.

Let me know as soon as you can if you're interested because I think your product has potential, but I won't be able to help everyone I'm reaching out to.

Looking forward to hearing from you.

Sincerely,
[your name]
[title, company]

2. If you find a product outside of Amazon that you would like to work with, send this email:
 - a. Use this template if you **have not** purchased the product.
 - b. **Subject:** Quick question about [product]
 - c. **Body:**

Hi,

I saw your [product] and I believe your product could do very well, generate more sales, and build more brand awareness on Amazon.

Are you interested in hearing more about how you can grow your business using Amazon?

My name is [your name] and I'm an expert with helping businesses and product owners generate more sales and become a stand out brand leveraging Amazon's platform.

Let me know as soon as you can if you're interested because I think your product has potential, but I won't be able to help everyone I'm reaching out to.

Looking forward to hearing from you.

Sincerely,
[your name]
[title, company]

3. If you find a product listed on Amazon and you know ways you'd be able to improve the listing, send this email:
 - a. Use this template if you **have** purchased the product.
 - b. **Subject:** I love your [product]!
 - c. **Body:**

Hi,

I wanted to reach out and share a story about how I love your [product] and how it has helped me.

Are you interested in hearing it?

My name is [your name] and I'm an expert with helping businesses and product owners generate more sales and become a stand out brand leveraging Amazon's platform.

After I share my story, maybe I can answer a few questions you might have and provide some insider tips on how you can sell more products on Amazon.

Let me know as soon as you can if you're interested because I think your product has potential, but I won't be able to help everyone I'm reaching out to.

Looking forward to hearing from you.

Sincerely,
[your name]
[title, company]

4. If you find a product listed on Amazon and you know ways you'd be able to improve the listing, send this email:
 - a. Use this template if you **have not** purchased the product.
 - b. **Subject:** Quick question about [product]
 - c. **Body:**

Hi,

I saw your [product] on Amazon and noticed a few things about your listing that I could help with to improve your sales.

Are you interested in hearing how?

My name is [your name] and I'm an expert with helping businesses and product owners generate more sales and become a stand out brand leveraging Amazon's platform.

Maybe I can answer a few questions you might have and provide some insider tips on how you can sell more products on Amazon.

Let me know as soon as you can if you're interested because I think your product has potential, but I won't be able to help everyone I'm reaching out to.

Looking forward to hearing from you.

Sincerely,
[your name]
[title, company]