

Portfolio Note: This pair of outreach emails was written for a yoga instructor who was trying to grow her business through corporate gigs. She wanted a sales letter that would help her connect to her target audience (typically HR or CFO decision makers regarding employee health and wellness) without being too pushy or invasive. We decided on a generic, cold email and a warm lead template so that she'd have submission options depending on the amount of knowledge she had about the company going in at the time of contact.

GENERIC

Hi <Insert Point of Contact Here>,

My name is Miranda. I'm a yoga instructor who has partnered with major brands like Nike and Kimpton Hotels to bring the art of mindful concentration and relaxation into today's corporate culture. I wanted to connect with you briefly to discuss your current wellness programs and the possibility of bringing yoga into your office space.

I believe yoga offers more than a break from the typical workday. It's a great way to reduce stress and instill a sense of community. As an instructor, my focus is to promote relaxation through meditation and exercise. In turn, this creates a happier and more productive workforce.

While teaching at Nike, one of the biggest pieces of feedback centered around convenience. Employees loved knowing that yoga was offered on campus twice a week. It encouraged them to get into a healthy routine and to hold themselves accountable. Employees said they were more productive at home and in the office.

I am flexible on class style and duration and can offer purchasing advice for any equipment necessary to get employees out of their desks and into the studio.

Warmly,

<SIGNATURE HERE>

PERSONALIZED

Hi <Insert Point of Contact Here>,

My name is Miranda. I'm a yoga instructor who has partnered with major brands like Nike and Kimpton Hotels to bring the art of mindful concentration and relaxation into today's corporate culture. <Insert connection statement here.>

I believe yoga offers more than a break from the typical workday. It's a great way to reduce stress and instill a sense of community. As an instructor, my focus is to promote relaxation through meditation and exercise. In turn, this creates a happier and more productive workforce.

<INSERT BUSINESS RESEARCH PARAGRAPH HERE>

I am flexible on class style and duration and can offer purchasing advice for any equipment necessary to get employees out of their desks and into the studio.

Warmly,

<SIGNATURE HERE>