

General Inquiry Email:

I've had a lot of success finding the decision maker in mid size and sometime large companies. This email is phrased as a question, not a pitch, and people are easier to get on the phone this way.

The key is to give enough information to show you're worth speaking to. In my case, Seth Godin, Amazon and my title tell them that I probably won't waste their time and I'm at least worth a 5 minute convo. You'll have to figure what your angles are and what peaks people's attention.

Hi (name),

I'm looking for the person in charge of marketing, sponsorships and/or business development. My boss, Seth Godin, and I are interested in a potential collaboration with your company. Please forward me the point of contacts' information at your earliest convenience. Thank you!

Lauryn Ballesteros

VP of Strategic Partnerships

The Domino Project powered by Amazon

Founded by Seth Godin

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www.thedominoproject.com