



9 Word-for-Word Scripts For Getting In Touch With Busy People

By Ramit Sethi

Table of Contents

Set Up Calls and Meetings with Busy People

1. What to expect in this guide
2. How to set up a phone call
3. How to set up a casual meeting and dramatically minimize back-and-forth emails
4. How to confirm a phone call
5. How to use a pre-meeting update to impress any senior executive
6. How to set up an informational interview
7. How to ask for recommendations for people to talk to
8. How to cold email a stranger for advice
9. How to write a pitch for a consulting gig or a job interview
10. How to reach out to others in your company to get to know them, lunch, etc
11. This is just 9 of my 50 Proven Email Scripts

What to expect in this guide

There it is, right in front of you.

The email address of someone who could completely change the course of your life and career. If you could just get that person's attention and make your pitch, a whole new world of opportunity would open for you.

Years of struggle... leap-frogged.

Years of anonymity... avoided.

Years of frustration, busywork, underpayment, headaches... all overcome with one message.

That's a lot riding on one email.

Do you know how to write that email?



Ramit Sethi, New York Times best-selling author and founder of **I Will Teach You To Be Rich.**

I can help.

I've sent millions of emails over the past few years, carefully studying the theory and application of what works. And I've been keeping track so I could share the results with you.

I've included 9 scripts, with detailed notes on why they work.

You'll know how to penetrate a busy person's inbox and build a relationship, while others will continue to send email after pestering email, never getting a response.

Ahh...busy people. If approached correctly, they can help you change your career and your social life. Yet most emails to busy people are convoluted, impersonal, and lack a clear call-to-action (CTA). And amidst hundreds of other emails every day, those emails will never generate a response.

You may know how to string words together grammatically, but that's different than using classic persuasion techniques to achieve your target goal -- like a response -- especially from busy people.

Imagine the inbox of a busy CEO. He receives 200 emails from his co-workers, investors, and PR people. He fields another 50 emails from his family, friends, and college alumni. And then there are the 30-50 emails from random people -- plus the emails he didn't read the previous day.

Consider your own inbox. Even if you're not a particularly busy person, you probably still receive dozens of pointless emails each day.

So how do you make your email stand out? The initial email you send to a prospective employer, partner, or customer makes a crucial first impression.

This guide will help you make sure it's a positive one.

Set Up Calls and Meetings with Busy People

How to set up a phone call

Talking to a busy person on the phone can be the best way to establish a relationship. And once you know them, you can use phone calls take your relationship to the next level. But calling out of the blue just isn't an option. You need to schedule your call in advance.

This is trickier than you might think. We know people who've tried to schedule a call with a busy person, and after repeated back-and-forth scheduling emails, the busy person simply gave up and said, "Sorry, I just don't have time." Your goal is to minimize the back and forth and make it easy for the busy person to find time to talk to you.

Here are a few parameters to keep in mind:

You (the lower-status person who wants to talk to the busy person) should initiate the call, but provide your phone number in case they want to speak to you right now.

By the way, don't get offended by my use of the phrase "lower-status."

Let's be candid: If you want something from someone else, in this situation you are lower-status. Whether it's less famous, less wealthy, less successful, less important, or less busy, that's just the way it is. Remember, YOU want something from THEM. It's important to recognize this and work around the busy person's schedule. That means: Don't ask them to call you, don't ask them to work around your schedule, don't make them come up with a bunch of times that work...don't make them think!

Ramit's *feedback*

QUICKLY INTRODUCE YOUR REFERRAL -- IF YOU HAVE ONE -- AND YOUR AFFILIATION.

FOR THE PURPOSES OF THIS EMAIL, THE PITCH IS IRRELEVANT. THE POINT OF THIS EMAIL IS COORDINATING THE PHONE CALL, WHICH I OUTLINE IN THE NEXT SECTION.

ALWAYS SPECIFY A SHORT TIME PERIOD. A BUSY PERSON IS LESS LIKELY TO OBJECT TO A MINIMAL TIME COMMITMENT TO A TOTAL STRANGER.

I LIKE 3 CHOICES, AND I TRY TO PROVIDE ONE ALL-DAY OPTION, AS WELL AS TWO NARROWLY DEFINED TIMES. THE "AFTER 1PM" SUGGESTIONS HELP BUSY PEOPLE COPE WITH THE PARADOX OF CHOICE

YOU ARE EXPLICITLY ACKNOWLEDGING THAT THEY ARE HIGHER-STATUS AND POLITELY OFFERING TO HONOR THEIR SCHEDULE. GOOD.

To: Jack Desmond, CEO
From: Jennifer Clark
Subject: Kevin Wu suggested we get in touch -- UC San Diego CS student

Hi Jack,

Kevin Wu recommended I reach out to you. My name is Jennifer Clark and I'm a UC San Diego computer-science student.

I read about your firm's push into clean-tech solutions. At UC-San Diego, we've begun some interesting research here on the topic, and I think there could be a great collaboration.

Do you have time for a 10-minute phone call? If so, would any of these times work?

- * This Wednesday (8/10) all day
- * Thursday (8/11) any time after 1pm PST [IF THEIR TIME ZONE IS PST, YOU PUT YOUR TIMES IN PST]
- * Friday (8/12) any time after 1pm PST

If those don't work, just let me know -- I can work around your schedule.

I can call your office line. Or if you'd prefer, my phone number is (555) 555-5555.

Thanks,

-Jennifer

GIVE THE BUSY PERSON THE OPTION OF WHAT TO DO. SOMETIMES, BUSY PEOPLE WILL JUST CALL YOU RIGHT WHEN THEY RECEIVE THE EMAIL IF THEY HAVE A FEW MINUTES

What a busy person thinks: Ok, this person (1) came from a trusted source, (2) has a credible affiliation, and (3) seems like she's worth talking to. Oh, wow, she already suggested some times -- all I have to do is reply with a choice. Done.

Possible reply #1

To: Jennifer Clark
From: Jack Desmond, CEO
Subject: Re: Kevin Wu suggested we get in touch -- UC San Diego CS student

Jennifer,

Good to meet you. Yes, let's chat on Wednesday at 2pm. Please call my office line.

Thanks,

-Jack

BEST CASE. WONDERFUL. IMMEDIATELY REPLY WITH THIS:

“Great, I’ll talk to you this Wednesday (8/10) at 2pm Pacific.”

ALWAYS CLARIFY THE DATE/TIME ZONE.



Possible reply #2

Jennifer,

Would be great to chat, but this week is swamped. How about next week?

Jack

BE VERY CAREFUL HERE. IF YOU RESPOND WITH A COMPLICATED SET OF TIMES THAT WORK, THE BUSY PERSON WILL LIKELY JUST IGNORE YOU AND DROP THE MEETING. REPLY WITH THIS:

“That sounds great. I’m open all day Monday (8/15), Tuesday, or Wednesday after 11am Pacific. What works for you? (If it helps, I can coordinate with your assistant if you CC them.”

NOTICE HOW YOU PROVIDE ANOTHER SPECIFIC WAY TO MAKE COORDINATING THIS EASY FOR THEM.





Important things to remember when setting up a phone call:

If the meeting is more than one week away, always send a confirmation email before the call. If it's in the morning, send it a confirmation email on the prior afternoon. If your call is in the afternoon, send a confirmation email the morning of the call.

-In your confirmation emails, reply to the last email thread between you two and use the UNODIR strategy : “Hi Jack, looking forward to our call tomorrow. I’ll call you at 10am PST at (650) 555-5555. If there are any changes, please let me know. Otherwise, I’ll talk to you at 10am PST this Tuesday!”
(INCLUDE YOUR PHONE NUMBER IN YOUR SIGNATURE).

-Remember, you want something from THEM. Honor their time and status by working around their schedule. Be explicit about this in your emails: “I know you’re busy, so I can work around your schedule”

-Again, use THEIR time zone.

How to set up a casual meeting and dramatically minimize back and forth emails

TRY TO MAKE IT AN ACTIVE QUESTION, EVEN IF GRAMMATICALLY INCORRECT

To: Michelle
From: Ramit
Subject: UCSD soph will be in NYC next week -- coffee?

Hi Michelle,

My name is Ramit Sethi and I'm a sophomore at UCSD, where I'm studying technology and psychology. I'll be in New York next week and was wondering -- can I take you to coffee?

Sam Jones and Josephina Young actually suggested I get in touch. I've been working on a persuasive-technology project that might be interesting for your work at Acme Corp.

How does next Thursday, 7/8 or Friday, 7/9 work? I'm free all day, especially the afternoon, and I can meet wherever is convenient for you.

Thanks,

-Ramit
My cell: (555) 555-5555

USE REFERENCES AND SPECIFICS WHENEVER POSSIBLE]

Possible reply:

Hi Ramit,

Sure, I'd love to meet. Let's do Tiramisu Cafe on Park Ave on Thursday at 12:30pm.

Thanks, Michelle

USING THE WIDE/NARROW TECHNIQUE HERE

How to confirm a phone call with a person (and impress him or her before even picking up the phone)

You've gotten a commitment from a busy person for a few precious minutes of his time. Good. Make the most of those minutes by setting an agenda and impressing him before you even pick up the phone.

In this email, you reply to the last confirmation email with additional information that the recipient will find interesting and give him a better idea of what to expect, especially if it was set up following a cold call.

Hi Jack, looking forward to our call tomorrow. I'll call you at 10am PST at (650) 555-5555. If there are any changes, please let me know. Otherwise, I'll talk to you at 10am PST this Tuesday!

Also, if you have a chance to look beforehand, I've prepared two short agenda items:

* Overall framework for optimizing your on-page SEO. Understand goals, do iterative keyword research, implement quick wins, and re-test.

* 3 items that will improve your business. Blogging, customer outreach via support, and case studies of successful users.

Talk to you this Tuesday at 10am.

-Ramit

INCLUDES ATTRACTIVE KEYWORDS THAT WILL
SERVE YOUR PURPOSE EVEN IF NOT CLICKED

With this email, you've confirmed your meeting and added two items that will knock your recipient's socks off. Even if he doesn't read them (chances are, he won't), when you get on the call, you can refer to them and he'll be impressed that you took the initiative to set up some context for the meeting.

Note that in the above example, the underlined items link to a more comprehensive explanation, which should be lengthier but not TOO lengthy -- you don't want to sell something before hearing what the other person really wants.

How to use a pre-meeting update to impress any senior executive

Use a variation of the above script and send a pre-meeting email if you've scheduled an in-person meeting more than a week beforehand, or you're not sure about the exact agenda of the meeting. The busy person will think highly of you and appreciate that you've made it easy for him to be prepared.

1-LINE DESCRIPTION CONFIRMING YOUR MEETING, SENT 24 HOURS BEFORE. SINCE IT'S GOING TO BE THE NEXT DAY, YOU CAN SAY "TOMORROW" BECAUSE IT'S EASIER THAN GIVING THE DATE, BUT ALWAYS BE SUPER CLEAR BY NAMING THE DAY AFTER THE TEMPORAL REFERENCE (E.G. "TOMORROW" OR "THIS AFTERNOON".)

IF THE AGENDA IS SHORT—LIKE 3 LINES—YOU CAN INCLUDE IT IN THE EMAIL TEXT

From: Ramit
To: Jack
Re: Coffee

THIS SUBJECT LINE INDICATES I SIMPLY REPLIED TO OUR ORIGINAL INTRODUCTORY EMAIL

Hi Jack,

I'm looking forward to seeing you tomorrow (Wednesday) at 9am at your offices.

Just a couple things you may want to review beforehand:

* I'm attaching an agenda for tomorrow's discussion.

* I've written about attitudinal and behavioral change using technology here:

<http://www.iwillteachyoutoberich.com>

* Here are some of my bookmarks on psychology: <http://delicious.com/ramitsethi/psychology>

Looking forward to chatting!

Thanks,

-Ramit
(555) 555-5555

THESE LINKS CAN STRUCTURE THE CONVERSATION AND HELP YOU LOOK ORGANIZED BEFORE YOU EVER STEP IN THE DOOR. 99% OF PEOPLE WILL NEVER DO THIS.

How to email someone before you send them something unexpected (like an invitation to an online app)

Really busy people don't always want to try out new things. Unlike the swarming mobs on TechCrunch who sign up for every new web app, busy people are mostly focused on their own work. So while your friends may be cool with you sending them an unsolicited invite to a webapp like PBworks (online collaboration) or Gliffy (online flowcharts), busy people may simply ignore the invite. Always send them an email before you invite them via the web app.

BUSY PEOPLE LOVE SEEING "NO ACTION NEEDED" IN THEIR EMAIL.

WHAT A BUSY PERSON THINKS: GREAT, NO ACTION NEEDED. I LIKE THE POLITE HEADS-UP.

To: Melissa
From: Jack
Subject: FYI, I'm going to invite you to Gliffy (online flowchart)

Hi Melissa,

FYI (no action needed), I'm going to invite you to an online tool called Gliffy, which will let us collaborate on the Project Oasis flowchart. I'm sending the invite momentarily, and you should get an email with the subject "Gliffy" somewhere in the subject line. Just follow the directions and you'll be logged in within a few seconds.

Let me know if you have any questions.

Thanks,
Jack

-Always test the invitation to a throwaway email account of yours before bothering a busy person with it. If it's too complicated, create a login/password for them and just send them that (along with the login URL).

-If the web app allows you to customize an invitation, add this line: "Melissa, here's the online flowchart app that I mentioned in my last email. Click the link below to begin. -Jack"

How to set up an informational interview

An informational interview is an opportunity to meet someone who works in a position or industry you'd like to work in, or to know more about. It is a commitment-free chance to ask a person questions about his or her job and get the inside scoop. An informational interview can lead to additional referrals, an ongoing professional contact, and maybe even a job BUT....

Never, ever directly ask for a job in an informational interview. That's like going into a restaurant, eating all their food, crapping on the table, and then sashaying out wearing nothing but a top hat and cane. You are violating expectations and abusing the situation if you ask for a job in an informational interview. Just don't do it.

You can turn an informational interview into a career launcher, but only if you approach it wisely. Here's the first step of that process: The email introduction for an informational interview. By the way, the best place to tap for informational interviews is your alumni association. People who went to the same college have a bond with each other, even decades later. They are often willing to help out a fellow alumnus not only because they know the same football fight song but because helping graduates towards success boosts the value of their own degree.

SET UP CALLS AND MEETINGS WITH BUSY PEOPLE

To: Jane
From: Samantha
Subject: Kent State grad -- would love to chat about your work at Deloitte

TELL HER WHERE YOU FOUND HER NAME SO YOU DON'T SEEM LIKE A CREEP.

Hi Jane,

THE FIRST SENTENCE SAYS WHAT SHE WANTS. MOST PEOPLE ARE FLATTERED THAT PEOPLE WANT/VALUE THEIR ADVICE.

My name is Samantha Kerritt. I'm a '04 grad from Kent State and I came across your name on our alumni site.

THE PHRASE "PICK YOUR BRAIN" IS ONE OF THE BEST WAYS TO ASK FOR ADVICE AND FLATTER, AND "KENT" REINFORCES SHARED BOND.

I'd love to get your career advice for 15-20 minutes. I'm currently working at Acme Tech Company, but many of my friends work in consulting and each time they tell me how much they love their job, I get more interested.

Many of them have told me that if I'm interested in consulting, I should talk to someone at Deloitte. Do you think I could pick your brain on your job and how you came to Deloitte? I'd especially love to know how you made your choices after graduating from Kent.

THE BUSY PERSON IS MORE IMPORTANT THAN YOU. TREAT THEM ACCORDINGLY.

I can meet you for coffee or at your office...or wherever it's convenient. I can work around you!

Would it be possible for us to meet?

A BUSY PERSON CAN SIMPLY REPLY TO THIS WITH A "YES" -- PERFECT. NOTE THAT SHE DIDN'T ASK FOR THE TIME/LOCATION AS THAT'S TOO MUCH INFORMATION IN THE FIRST EMAIL.

Thanks,

-Samantha

How to ask for recommendations for people to talk to

Email provides a great forum for building your professional network and getting inside access without putting your contact on the spot. Ideally, your contact should feel comfortable referring you to a colleague of his or hers.

REMINDE THE BUSY PERSON HOW YOU KNOW EACH OTHER.



NOTE THAT THE FOCUS OF THIS EMAIL IS ASKING FOR A REFERRAL, NOT FOR A JOB. JOHN UNDERSTANDS YOU'RE LOOKING FOR WORK AND DOESN'T WANT TO BE PUT ON THE SPOT. IF HE WANTS TO TALK TO YOU ABOUT THE POSITION, HE WILL.



Hello John,

Hope all is well.

If you recall, we spoke a few months ago when I was exploring new career opportunities in information security. (I was your student at the time). Thanks again for agreeing to be my reference!

I was browsing the Acme Career site the other day and the Research Scientist role caught my eye. I think it'd be perfect for me considering my work on insider threat-related projects at Current Company.

From what I remember, it sounds pretty similar to the work you do at Acme. By any chance, do you know of anyone there who I should chat with? I'd love to learn more about the role so I can see if it's the right fit for me.

If not, no problem — just wanted to keep you in the loop. Thanks again for all your help!

Take care,

Roger

How to cold email a stranger for advice

TRY TO FIND SOME POINT OF MUTUAL INTEREST OR A WAY TO CONNECT, HOWEVER TENUOUS.

BOOST YOUR CHANCES OF GETTING A REPLY BY MINIMIZING THE RISK FOR THE BUSY PERSON. HERE, THE CONVERSATION IS JUST 3-5 QUESTIONS BY PHONE, OVER COFFEE OR EVEN EMAIL.



Hi Steve,

Greetings from a fellow UCLA alumni!

I was doing some research on Project Manager positions on LinkedIn, and I noticed you're a Project Manager at Acme. I'm on a quest for my dream job and would love to ask you 3-5 questions about your experiences at Acme.

Would you be available for a quick chat by phone or over coffee this Thursday at 10am? I'm also free any time Friday.

If email is easier, I'd be happy to send you my questions.

Sincerely,

John Smith

How to write a pitch for a consulting gig or a job interview

When you are offering your services to someone who didn't know she needed them, you want to keep your email short and sweet. Provide a highlight or two about what you can do for the person and then make it easy for her to take the next step with a specific call to action.

2-3 BIG PROBLEMS.



MOST RELEVANT ACHIEVEMENT.



YOUR OFFER AND A CALL TO ACTION.



Subject: Hi from John - interested in chatting about Acme

Hi Kelly,

INTRO + COMPLIMENT.

My name is John and I'm currently a Marketing Associate at Widget Corp.

I've been following Acme for some time now -- I love AcmeProduct!



My guess is that right now, 3 of Acme's biggest concerns are

1. Converting free members,
2. Increasing email sign-ups and
3. Hiring good people who know both the marketing and product side.

Recently, I blah blah blah.

I'd love to chat with you about the possibility of doing the same at Acme as a Marketing Manager.

Do you have 15 minutes to meet over coffee Thursday at 10am?

Sincerely,

John Smith

How to reach out to others in your company to get to know them

It's critically important to identify the key people in your organization and to figure out how you can help them. In a New York Times "Corner Office" profile, **Linda Hudson**, president of the land and armaments group for BAE systems illustrated the importance of networking in her career.

"An early boss told me, spend the first couple of months in this job figuring out how things really work around here, and then go and establish allies with the real movers and shakers in the organization because that's the way you will be the most successful. And I advise people to do the same thing.

You can never succeed in a corporate culture on your own. It is all about how you fit, how you know how to make things happen within the infrastructure and in a way that's acceptable to the norms and values of the corporation that you work in.

Once you catch on to who really pulls the strings and where the real power base is, who you have to collaborate with, who you have to inform, who you have to seek for advice and agreement, you can actually make these big, very, very lumbering organizations work very, very well. It's all about the informal structure. It's about the critical relationships, and it's about fitting in, in a constructive way, so that you really make your decisions that not only benefit yourself but benefit the corporation as well."

Here's a script to begin building those relationships.

From: James
To: Serena
Subject: New marketing hire -- would love to pick your brain

Hi Serena,

My name is James Splint and I'm the new marketing associate in the competitive product group (CPG). I was speaking with my manager Greg and he mentioned you're doing some interesting work in TPG, and I'd love to pick your brain. In particular, I'm curious to hear your thoughts on the new eRobot gizmo – is it for real or just hype?

Are you free for coffee or a quick meeting this week?

Thanks,

-James

MENTION A SPECIFIC THING.

WHAT A BUSY PERSON THINKS: SURE, I LOVE MEETING NEW, IDEALISTIC HIRES. PLUS, I'LL DO IT AS A FAVOR TO GREG SINCE HE'S PRETTY SENIOR.

This is just 9 of my 50 Proven Email Scripts

Get access to all 50 scripts. I'm talking about the ACTUAL emails that have:

- Built lasting relationships with VIPs
- Generated millions of dollars
- Saved me thousands of hours
- Broken through the toughest barriers busy people can put up
- And lots more

Don't reinvent the wheel. Don't wonder what words to say.



I'm Ramit Sethi of I Will Teach You To Be Rich. I've spent years studying, testing and perfecting my private email techniques... and now I want to give them to you.

To learn more, visit www.50provenemails-scripts.com.

