**Template #1**

Hi [name],

My name is John, and I am the co-founder of a new app, called Entropy. Our vision is to create a new social media platform where people don’t feel insecure about what they post. We do this by removing likes, hiding everyone’s followers count, and eliminating the ability to edit or photoshop content.

We’ve noticed your ability to capture fun and exciting moments while also being yourself, which has made us interested in partnering with you to spread awareness about Entropy.

Is this something that you are interested in? If so, we can set up a call to discuss the next steps. We look forward to hearing from you!

If you are interested in learning more about Entropy, here a couple of links:

<https://www.appentropy.com/>

<https://apps.apple.com/gb/app/entropy-app/id1573411410?platform=iphone>

<https://play.google.com/store/apps/details?id=com.socialmedia.entropy&hl=en_US&gl=US>

<https://medium.com/@jebbensen/the-future-of-social-media-79bf5153188e>

Sincerely,

John

**Template #2**

Hi [name],

I am a co-founder of a new app called Entropy, which is a new social media platform designed to let users freely express themselves while minimizing the stress/anxiety that comes with other apps like Instagram and Facebook.

After coming across your profile, we realized that your ability to capture fun moments from your life while also being yourself perfectly represents our vision for Entropy. We’d love to chat with you about possibly being a brand ambassador for our app. If you are interested, please let me know!

If you are interested in learning more, here are links to our App Store and Google Play:

<https://apps.apple.com/gb/app/entropy-app/id1573411410?platform=iphone>

<https://play.google.com/store/apps/details?id=com.socialmedia.entropy&hl=en_US&gl=US>

Regards,

John

**Template #3**

Hi [name],

I am the co-founder of a new social media app, Entropy, that’s focused on letting users be their authentic self. We’d love to chat with you about possibly being a brand ambassador for our app. You would have full control over the campaign that you run, and your compensation will be correlated with the number of users you bring to Entropy. If you are interested, please let me know!

If you want to learn more, here are links to our App Store and Google Play:

<https://apps.apple.com/gb/app/entropy-app/id1573411410?platform=iphone>

<https://play.google.com/store/apps/details?id=com.socialmedia.entropy&hl=en_US&gl=US>

Regards,

John

**Laura Medley**

Hi Laura,

My name is John, and I am the co-founder of Entropy. I recently came across your youtube channel, and I have to say, I love your style. As a college student, I find your videos to be both very helpful and therapeutic.

I’m reaching out to you because of one of your videos where you talk about the damaging effects of social media. Social media can be really good at keeping us connected to each other and exposing us to new ideas, but, as you pointed out in your video, it can lead people to develop self-confidence issues along with increasing stress and anxiety.

At Entropy, we’re building a new social media app that’s designed to minimize the negative effects of social media. We believe that a big reason why social media can be so toxic is that it’s too easy for users to compare themselves with other people. On Entropy, every photo and video that is posted must be taken in-app, preventing users from faking or editing their posts. Additionally, we don’t have likes and we hide everyone’s follower counts.

We were wondering if you are interested in being a brand ambassador for Entropy. What that would look like will be entirely up to you. If you are interested or have any questions, please let me know!

If you’re interested in learning more about Entropy, here’s our App Store and Google Play links:

<https://apps.apple.com/gb/app/entropy-app/id1573411410?platform=iphone>

<https://play.google.com/store/apps/details?id=com.socialmedia.entropy&hl=en_US&gl=US>