**GREAT E-MAIL CHECKLIST**

**SUBJECT**

Subject: Lunch for feedback?

**SOMETHING THAT BUILDS TRUST (FAMILIARITY OR CREDIBILITY), AND CONGRATULATORY**

Hi Jim, I heard that you just ran a marathon. Congratulations! What a huge accomplishment for you.

Quick question for you

**BE SPECIFIC ABOUT WHY YOU ARE REACHING OUT AND VALUE**

I’m launching a new venture called Sevon and I’d love to get your take on the concept, especially given your love for sustainability.

Can I take you out to lunch in the next couple weeks? My treat.

**SUGGEST DATES**

I’m available:

- Monday, August 1, anytime 11 a.m.-2 p.m.

- Tuesday, August 2, at noon.

- Friday, August 5, anytime 11 a.m.-2 p.m.

**BE FLEXIBLE AND SUGGEST LOCATION**

But I’ll work around your schedule. How does Congress Café sound?

Best,

Devon

(402) 730-5500 – My mobile

**FOLLOW UP E-MAIL**

Dear Jim:

Big thanks for your time and wisdom today. I know you are slammed with the successes you’ve had with Loop, so I’m especially grateful. Since we’ve met, I’ve been thinking about what you said regarding the importance of …; it is a really great way to frame how we are thinking about our business.

Thank you also for the offer to connect me to Jason. If it helps, I’ve included an e-mail that you can reference to make an introduction really easy for you.

Sincerely,

Devon

\_\_\_\_\_\_\_\_\_\_\_\_\_

Jason,

I hope you’re doing well.

I want to introduce you to Devon, the CEO of Sevon. His company builds …. He is travelling to New York in April and was hoping to connect with you. They are looking for feedback and partners for their company.

I’ll let Devon take it from here.

Best,

Jim