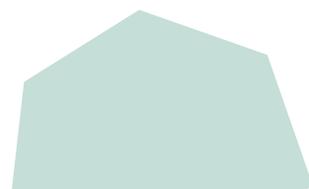


# FIVE SCRIPTS TO FILL YOUR

# CLIENT DOCKET

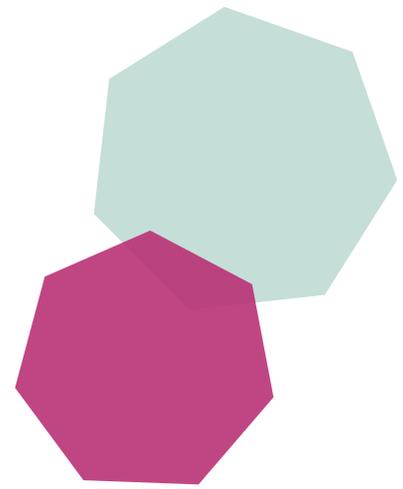
WITHOUT SOUNDING  
DESPERATE, NEEDY,  
PUSHY OR  
PRESUMPTUOUS.  
(PHEW.)



# ZOMG!

Created by Promotional Wordsmith  
**ALEXANDRA FRANZEN**  
AlexandraFranzen.com

# HOW TO USE THESE SCRIPTS



## TO GET WHAT YOU WANT

Copy & paste them into an email—and send ‘em, verbatim. I don’t mind.

Or, better yet, meld them into your own words, by adding your personal colloquialisms, quirks, and signature expressions.

Tone them down. Dress them up. Make them your own.

Most of all—*use them*.

Ask for what you want.

Cross your fingers & toes.

**And let yourself receive it.**

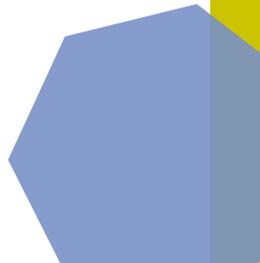
This bundle o’ joy includes FIVE scripts, each with a particular purpose. You’ll find scripts designed to:

- :: Pitch yourself as a potential guest-blogger
- :: Announce your new business identity to people who love you
- :: Gift some pro-bono time to a company you dig
- :: Propose a mutually-delicious joint-venture collaboration
- :: Ask current clients to pump referrals your way

I highly recommend starting with [this free exercise](#), to hone your personal introduction. After that, it’s up to you—and whatever Goddess you pray to.

Love, crystals & Leonard Cohen,

ALX



# SCRIPT! SCRIPT! SCRIPT!

Designed to ::  
Pitch yourself as a  
potential guest-blogger

**Subject:** An avalanche of appreciation (and a ballsy request)

Hey there, <name of person you're pitching>,

I'm <your name>, creator of <your website / business / blog>—and a <your super-cool job title>. I spend my days helping folks <describe your work's impact, in the world>. I'm pretty darn lucky.

I'm writing today to send an avalanche of appreciation in your direction (warning: gushing praise, straight ahead.) I LOVE what you're up to at <name of their website / business / blog>, and I've been reveling in your inspiring work for quite some time now. Your recent post on <topic> hit a hell-YEAH! chord for me, and prompted me to swing into your inbox with an ever-so-slightly-ballsy request.

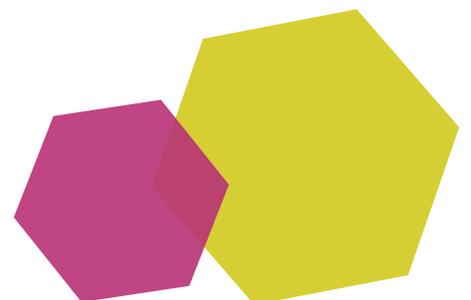
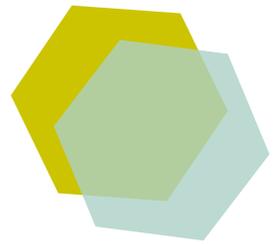
I'd love to offer myself as a potential guest-contributor for your <name of their guest-post series>. I've devoted my life to <reiterate your work> and I've got a feeling your <a few adjectives to describe their readers / viewers / tribe members> would be intrigued by my story. I've been featured in the past over at <list a few places you've appeared>, and you're next on my list of dreamy spots to get pub'd.

If this feels like a “possibly-maybe” (to quote the inimitable Björk), I could shoot over a few article concepts, and we can dance along from there...

Gratitude & mad respect, no matter what.

xo.

<your signature>



# SCRIPT! SCRIPT! SCRIPT!

**Designed to ::**  
Announce your new identity  
to people who love you

**Subject:** A big announcement (of the non-pregnancy variety)

Hey there, <name of person who loves you>,

You know those cheesy end o' the year holiday greetings, with ceaseless family updates & awkward self-congratulation?

**This is not one of those letters.** (You can sigh with relief, now.)

I am, however, writing with a major announcement. One that I hope you'll join me in celebrating (with or without spiked eggnog—your call.)

I've recently brought a new business—<name of your business>—into the world. This biz represents an irrepressible desire to <describe what you're trying to accomplish>—intertwined with some powerful urgings to design a creative career that's distinctly *mine*.

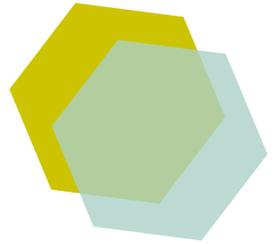
I couldn't be more excited to offer my gifts to the people who need 'em most. And I couldn't be more terrified (in a good, tingly way.)

I've sketched out **three ways you can help spread the word** about my new entrepreneurial adventure. If you want to, of course. (And I'm hoping ya do.)

1. **Pass my new website along** to anyone in your orbit who might need some <paraphrase what you do, in five words or less>. I'm at: <url>
2. **Keep your eyes & ears peeled** for potential connections. I'm aiming myself at <describe your ideal client>, and leads are welcomed, with glee.
3. **Send prayers**, good vibes, and dry ramen noodles. (Just kidding. Mostly.)

Deep breath... and here we go. So glad you're here.

<your signature>



# SCRIPT! SCRIPT! SCRIPT!

**Designed to ::**  
Gift some pro-bono time  
to a company you dig

**Subject:** Five hours of my brain-space. For you. Just 'cause.

Hello, <name of contact>,

My name is <your name>, and I'm a <your super-cool job title>. I recently made the decision to go full-throttle freelance (what recession?) and launched my own business, <name of your business>. Things are taking flight, in a beautiful way. And I still can't believe I get to design my own future, my career... and my life.

In the spirit of taking initiative (and stretching my self-promotional wings), I'm reaching out to **five <companies / people>** I dig & respect, with a pro-bono offer:

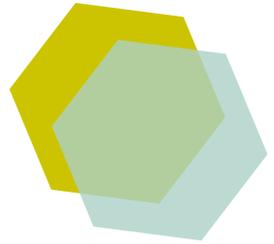
**> Five hours of my brain-time. For free. Just 'cause.**

I'm uber-familiar with your <presence / products / services / market>, and I've created a list of five things I could immediately <do / tweak / create / improve> for <you / your company>, right off the bat. Oh yeah—I've been sleuthing. (See attached PDF, for my list of ideas.)

If taking me on for a quick whirlwind of pro-bono service feels like a YES, then let's do this. My brain is yours to pick. Your wish is my command. And all I'd ask in return is permission to <use / reference / feature> the work I do for you in my (ever-growing) portfolio. But we'll cross that digital bridge when we come to it, eh?

With highly-caffeinated appreciation,

<your signature>



# SCRIPT! SCRIPT! SCRIPT!

**Designed to ::**  
Propose a mutually-delicious  
joint-venture collaboration

**Subject:** A juicy collaboration... with serious potential.

Howdy, <name of potential JV collaborator>,

You don't know me, but I know you.  
(That sounded much less creepy, in my head.)

I'm <your name>, and I'm a <your super-cool job title>. For the past couple of months, I've been incubating an idea for a <workshop / class / seminar series> on <topic>, geared especially at <describe your niche audience>.

I've been looking for a venue—and a promotional partner—to jam with, to make this experience as powerful as possible for everyone who attends.

Then I found you. And the energy-efficient lightbulb in my head went, “DING!”

I'm feeling like <name of venue / retreat center / co-working space / school> is the perfect platform for my program. And if you're open to it, I'd love to propose a mutually-delicious joint-venture collaboration.

**My vision (the quickie version):** I create the program & bring it to your space, as a 'special instructor'. You announce it to your list. And we split the profits, 50 / 50.

I'm open to pulling apart different permutations & ideas, but that's a place to begin.

You can find my extended bio, media buzz & manifesto **right here**—and scope out my raving client reviews, **right here**.

And at the risk of sounding wildly presumptuous—I feel like we've struck *gold*.  
Hope this feels like a GO.

xo.

<your signature>



# SCRIPT! SCRIPT! SCRIPT!

**Designed to ::**  
Ask current clients to  
pump referrals your way

**Subject:** Gratitude, high notes & a farewell gift...

Hello again, <name of client>,

As our work together swings to a close, I wanted to send an extra dose of gratitude (and a farewell gift) your way.

You've been a dreamy client (and no, I don't say that to 'all the girls'), and I hope you've enjoyed our collaboration even a *quarter* as much as I have.

I'm all about ending on an operatic high note, so I've got three super-fun items to roll through, today.

1. I've created a feedback page for you to prowl through and fill out, if you feel so inspired. **Click here** to check it out (raw, brutal honesty is highly encouraged.)
2. I'm offering you a voucher for **25% off** your next round of services with me, if you'd like to jam with me again in the future. (Insert hopeful eyelash fluttering, here.)
3. And last but not least, if there's anyone in your orbit who might benefit from my work, **I'd love to meet 'em** (and rock their world). I can offer your choice of a \$25 iTunes gift card (or a parcel of home-made cookies) for every successful client referral. Mama taught me right.

Oh, and that **farewell gift**? It's already in the post. Check your snail-mailbox, in just a few days.

Thank you to infinity & beyond...

<your signature>





# HOWDY! (I MADE THIS!)

## ABOUT :: ALEXANDRA FRANZEN

**I'm a Promotional Wordsmith, Personal Scribe & Digital Poet—  
and your Secret Business-Building Weapon.**

As a copywriter-on-acid, I help righteous entrepreneurs break their own sound barriers, with whoa-nelly webcopy, sales page sorcery, and spooky-perfect ghostwriting. I've been lauded as "Spock, but with a sense of humor. And better hair," and was once pronounced "a unicorn, in human disguise."

Recent (and really fucking cool) clients include fire-starter **Danielle LaPorte**, marketing megastar **Marie Forleo**, international playgirl **Gala Darling**, master intuitive **Hiro Boga**, & a vibrant bouquet of branding and marketing agencies, including **Red Slice** and **d.trio**.

When I'm not throwing neon-green lightning bolts during 1-on-1 **VELOCITY** sessions, you can find me **Twittering away**, sippin' on cranberry kombucha and **blogging up a storm**.

I love heart-shaped crystals, almond-poppyseed muffins, anything chartreuse, & obscure Finnish power-metal. Also Prokofiev. And Gaga. And ABBA.

**Let's make art together.**

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