

Cold Email Beginner:

[NEEDS PERSONALIZATION]

Hello, (Guest)

I am Dei Lake, the creator of international podcast "Success on Demand". I've just recently connected with your brand on Instagram and I had to reach out! I'm always super excited about brands that are new to me and I'm proud to share those experiences with my listeners. After learning about your brand and exploring the worldwide angle that you embrace, I would like to invite you to be a special guest on the show.

On S.O.D my goal is to expose business owners to people like yourself who have been successful at taking the path less traveled. Sometimes the stories that we need to hear are untold, and I want to help minimize that. If this is something that you would be interested in, I would LOVE to hear from you. If not, I still support all you do!

<https://itunes.apple.com/us/podcast/success-on-demand/id1258440499?mt=2>

[Facebook.com/successondemand](https://www.facebook.com/successondemand)

Warmly, Dei Lake
[DeiLake.com](https://www.DeiLake.com)
@DeiLake

REMEMBER: YOUR EMAIL SHOULD CONTAIN; WHY THEY NEED TO WORK WITH YOU, WHAT IS THE BENEFIT, WHO IT WILL EFFECT, AND WHAT THEY NEED TO DO NEXT.

Variation 1:

Hi (Guest),

I am Dei Lake, and I'm the host of international podcast "Success on Demand". I am very interested in having you as a special guest on the show. I interview women who share their success stories with our listeners and may inspire someone to follow their dreams! It only takes about 25 minutes and is done remotely. If this is something you would be interested in I would love to hear from you.

Variation 2:

Hi (Guest),

I hope your day is going well and that you're prosperous. I am Dei Lake, the creator of DeiLake.com and Success on Demand "The Podcast". I'm very inspired by your level of success at such a young age, and how well you've represented your brand. I would like to interview you for Success on Demand as one of our premier guests. On S.O.D my goal is to expose young business owners to people like yourself who have been successful at taking the path less traveled. Sometimes the stories that we need to hear are untold, and I want to help minimize that. If this is something that you would be interested in, I would LOVE to hear from you. If not, I still support all you do!

Variation 3:

Hi (Guest),

First and foremost, I hope you're well, and that your day is fabulous. I am Dei Lake, creator of DeiLake.com and Success on Demand "The Podcast", and as a young entrepreneur I am very inspired by you. Your style and genuine nature show that success IS possible, if you just be yourself. I would like to feature you as a guest on my podcast, so that other business owners like myself can see that the path less traveled can be a favorable one. I am very passionate about inspiring others to feel more comfortable following their dreams, even if it be something that seems less common or difficult. You've had so much success in the fashion industry, and just as it inspires me, I would love to have the opportunity to share your story and inspire others. If this is something you would be interested in, I would love to hear from you. I'm more than willing to work around your schedule. Thanks for your time.

Warmly, Dei Lake