



# *Five Scripts* to say hello

... AND SPARK NEW FRIENDSHIPS,  
CREATIVE PARTNERSHIPS  
+ OTHER HAPPY PAIRINGS

Created by  
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# Why I made this script pack *... and how to use it best.*

This digital script pack was born — like pretty much everything I create — out of a spontaneous conversation with people I adore + respect.

I was teaching one of my **WRITE YOURSELF INTO MOTION** workshops, and we had a little extra time towards the end of the first afternoon.

I asked the gang, “What would you like to learn how to write?”

They replied, with almost unanimous enthusiasm, “Pitch letters!”

**Me:** “OK. So, like, an email where you introduce yourself to someone you think is smart + cool, to see how you might work together?”

**Them:** “Yeah! Those!”

**Me:** “OK. So, I’m guessing you want less of a traditional pitch letter, and more of a gracious, classy way to say ‘hello!’ to someone you don’t know, and get on their radar. Without sounding pushy + weird. Right?”

**Them:** “Yeah! That!”

**Me:** “OK. Let’s do this ...”

We spent the rest of the afternoon rolling through different scenarios, communication techniques, scripts, templates — and success stories.

As the day came to a close, we all came to the same happy conclusion:

*If you want to captivate someone’s attention + make a genuine connection, it’s less about **what** you say, and more about **how** + **when** you say it.*

> Flip the page for a truth-smack + a few universal reminders ...

# Truth-smack:

**Most of the fabulous + fancy people you want to reach are very, very busy.**

**Like, scary-busy.**

And most of the emails, voicemails, requests + invitations they receive are bland + boring (at best) and energy-sucky + demanding (at worst).

So your job, as you promenade into their field of view with a cheery “hello!” ... is to POP out from the pile.

How? Simple:

**Be exquisitely different.**

Really. That’s it.

If everyone else is emailing ... don’t email. Record a video.

If everyone else is cold-calling ... don’t call. Write a hand-written note.

If everyone else is pushing ... don’t make a request. Send a gift.

If everyone else is doing purple this season ... bring back neon green.

Bottom line?

**Invert expectations — and you’ll be golden.**

# How to use these scripts to *Get What You Want*

Copy + paste them into an email, or scribble them into a hand-written note.

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.

Reach out to the heroes, mentors, icons + partners you're aching to meet.

You have nothing to lose, and a world of possibility to gain.

So! This script pack includes five bundles of language, each with a particular purpose.

**You'll find scripts designed to:**

- :: Say hello + capture a very, very busy person's attention
- :: Say hello + get a face-to-face meeting
- :: Say hello + score a free spot at an event
- :: Say hello + invite 'em to collaborate with you
- :: Say hello + position yourself as The One They Need

And while you're playing with these scripts, I highly recommend scoping out [this free post](#), to get your wheels spinning in the right direction.

Have fun saying “hello” to the universe.

You've got this.



# SCRIPT

## *Designed to ::*

Say hello + capture a very, very busy person's attention

**Subject:** You're fabulous. And here's why...

Hey there, <name>,

There's an old expression, *"If you love someone, set them free."*

I prefer the expression, *"If you love someone, send them a charming email and tell them that they're fabulous."*

So, here goes:

You're fabulous.

Why? Because you <describe one thing they're amazing at>.

I've been tracking your work for a while, and your recent <post / piece / art project / album / book> on <describe specific topic here> completely enthralled me. After seeing that, I had to reach out. So ...

I did a little sleuthing, and <noticed your mailing address, posted on your site / reached out to your assistant, to grab your snail mail address / noticed on Twitter that you teach classes every week at such-and-such university>. I believe in the power of handwritten praise, so I've sent a little note and a gift to that address.

I hope it arrives safely. I hope you like it. I hope it reminds you of your fabulousity. I also hope (and this is a BIG hope) that someday, we might find a mutually-wondrous way to work + play, together. (But more on that later...)

With love + respect,

<your signature>

# SCRIPT

## *Designed to ::*

Say hello + get a face-to-face meeting

**Subject:** Allow me to shower you with praise, cash, adoration, etc ...

Hello <name>,

Paulo Coelho once said, *“When a person really desires something, all the universe conspires to help that person to realize his dream.”*

I’m really hoping Mr. Coelho was right. Because I’ve got a serious desire ... to meet you. Like, in real life. Or at least, through the magic of Skype.

I think you’re an incredible <writer / poet / teacher / speaker / business leader> and you’ve already inspired me to <describe something this person has inspired you to do>.

You’ve also inspired me to step up my game, and connect with people who are working + playing + creating at my level — and higher.

It doesn’t look like you’re currently offering 1-on-1 consultations — or believe me, I’d have purchased one already. ;)

So, here’s my (rather presumptuous, but hopefully charming) proposition:

1. I send you a PayPal payment, for whatever amount feels appropriate for you. (Because I value your time. Big-time.)
2. You tell me when I can pick your brain, and for how long, and where.
3. We connect, chat, have a blast, and both leave with fresh ideas + smiles.

If you’re open to that, hoooooray! And if not, well ... I’m sure the universe has even better plans, for both of us. ;)

With excitement,

<your signature>

# SCRIPT

## *Designed to ::*

Say hello + score a free spot at an event

**Subject:** Allow me to be your willing apprentice ...

Hey <name>!

I'll keep this ridiculously short + sweet, because you've got <workshops to teach / keynotes to deliver / audiences to delight / students to dazzle>.

I noticed that you've got an upcoming <event / workshop / performance / talk / book signing> in <city>.

And I know that when it comes to carrying out an event like that, you can never have too much loving support. ;)

You probably already have a stellar support team in place, but just in case you need one more brain (and pair of hands) on deck ... I'd love to offer myself up as your <apprentice / assistant / volunteer / right-hand gal / guy> for the event.

I'd love to <describe a few of the useful + wonderful things you're willing to do>. For free. In exchange for attending the event, and just, y'know, basking in the glow of you + your people.

If that sounds hot + helpful, let me know. You can reply to this note, or ring me at <phone number>.

Happily awaiting my marching orders, cap'n.

XO.

<your signature>

# SCRIPT

## *Designed to ::*

Say hello + invite 'em to collaborate with you

**Subject:** Your brain + my audience = a one-way ticket to AwesomeTown.

Hey there <name>,

I adore your work. In an ever-so-slightly-creepy, pin-you-to-my-vision-board kind of way.

I know that your cup runneth over with awesomeness, so I'll keep this brief:

I'm producing <a new blog series / an e-book / a TEDx event / a conference / an online magazine / a think-tank experience / a summit>. And I want your brain in it.

**The theme?** <describe theme here>.

**The request?** <a quick soundbite / a 100-word article / a 15-minute phone interview / a keynote presentation> on <insert topic here>, sometime between now + <sane, respectful deadline>.

**Why you?** Because when it comes to <topic>, you're the best in the business. (And because, secretly, I was looking for a decent excuse to connect with you. ;)

**What's in it for you?** <a chance to promote your latest project + reach a slew of potential customers / high-quality video footage that you can use on your own site / a cash payment for your time / insert gracious reward here>.

... and my undying appreciation, poured into a handwritten thank you note.

There's more to tell you. But not much. And I don't want to saturate your inbox any further. For today: just shoot me a note to say "I'm in!" or "Not this time."

And we'll rock + roll from there.

XO.

<your signature>



# SCRIPT

## *Designed to ::*

Say hello + position yourself as The One They Need

**Subject:** Peanut butter + jelly. Gin + tonic. You + me. :)

Hey there <name>,

I'm not sure who first coined the phrase "**1 + 1 = 3.**"

But whoever said it, I couldn't agree more. Which is why I'm writing today. :)

I've spent oodles of time on your website, and you've done an amazing job of articulating what you do + why you do it (clarity! brevity! so refreshing!)

It's clear to me that you're in the business of <representing up 'n coming historical fiction writers / showcasing undiscovered indie rock talent / featuring speakers with expertise on psychology + spirituality / insert genre here>.

And at the risk of sounding completely presumptuous, after checking out some of the other people in your <catalog of authors / summer concert line-up / conference program>, I feel like I'm a natural addition to the mix.

How come? Well, just like the other folks in your line-up, I <describe what makes you similar + relevant>. But unlike the other folks in your arsenal, I also bring <describe something that makes you pop + stand out>.

If you're open to adding one more <writer / musician / speaker / artist / ambitious up 'n comer> to your roster of awesomeness, I'd love to chat about you + me + how our version of 1 + 1 might equal 3.

You can learn more about me <right here: link to your website>. And if you feel inspired to call me up (how retro!) you can ring me at <phone number>.

Thank you. Deeply.

<your signature>

P.S. I suspect you get buckets of eager, shiny "hey, look at me!" emails like this, every day ... which is why I've *also* recorded a quick video message, just for you.

[Click here](#) to watch it. It's less than one minute long. (You'll need the following password: topsecret). Annnnd there's a surprise, at the end. Enjoy. :)

# About the Author

## Alexandra Franzen



**I want to live in a world** where emails are short, love letters are brave, and ‘thank you’ notes are scribbled by hand.

**I write** about how to be a better writer. Which really means I write about being understood. Which really means I write about LOVE.

### **The fancy-dancy low-down:**

I’ve been spotlighted on 50+ blogs and radio programs on writing, communication, creativity and entrepreneurship, including **BlogCastFM**, **MindBodyGreen**, **The Daily Love** and **The Huffington Post** — and in a handful of books, including *Grow Your Handmade*

*Business*, *When Talent Isn’t Enough* and *The Declaration of You!*

My first print book — *50 Ways To Say You’re AWESOME* — will be released in September 2013. (Mark your calendar. It’s gonna be MEGA.)

### **Last but not least ...**

You can find me online at [AlexandraFranzen.com](http://AlexandraFranzen.com) and on Twitter at [@Alex\\_Franzen](https://twitter.com/Alex_Franzen). (I’m allergic to Facebook, but I still want to be your friend.)

XO.

A stylized, handwritten signature in yellow ink, appearing to read 'Alex Franzen'.



# Want more?

# *I got you covered ...*

If you **LOVED** the material in this script pack, there's plenty more where that came from.

## Three things you can do next ...

1. Hop over to [my website](#) + explore all of my laser-lucid lessons on writing, communication, creativity and entrepreneurship. (You might want to start with [these 15 posts](#). They're awfully popular.)
2. Register for a [WRITE YOURSELF INTO MOTION](#) workshop. It's a weekend of wordsmithery with me + 20 new friends. (My 2013 tour is soooold out, so drop your name on the [just-in-case waiting list](#) to get first dibs on new cities + dates.)
3. Prance over to my [SHOP](#) and treat yourself to another script pack or wee-book. They're pretty, practical + delightfully playful.

## **AND!**

If this script pack — or any of my digital scribblings — made your day, made your week, triggered an epiphany, or helped catapult you forward, [tell me about it](#).

**No one on earth can do what you do, in precisely the way that YOU do it.**

**XO + thank you for being in my orbit.**



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