

## SAMPLE PITCH EMAIL SCRIPT

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SUBJECT LINE: [a quick + snappy description of your work] by [brand name]

OR

SUBJECT LINE: Hello from [your brand name], [buyer's first name]!

Hi/ Dear [buyer's first name],

I'm smitten with [store name] and appreciate [describe what you appreciate about the store. Why are you drawn to it? Show them that you've done your homework!]. I've been admiring the shop from afar and wanted to reach out and introduce myself.

My name is [your name] of [your brand name]. [insert your Brand Positioning Mad Lib here]. I'd love to be considered as a potential supplier for [store name] because [establish commonality here... why would your products be of interest to this shop's customers?].

My line sheets can be seen [insert hyperlink] and I'd welcome the opportunity to tell you more about the robust wholesale program I've built to support my stockists. I hope you'll explore my work if it feels like a good fit and then reach out with your thoughts.

I'm grateful for your consideration and look forward to hearing from you!

Best,

[your name]

[your brand name]

[your website address]

PRODUCT IMAGE 1

PRODUCT IMAGE 2

PRODUCT IMAGE 3



SUBJECT LINE: Hello from Bella Luce, Melissa!

Hi Melissa,

I'm smitten with Lava Chocolate Shop and I share your obvious devotion to all things chocolate. I've been admiring your Brooklyn storefront from afar and wanted to reach out and introduce myself.

My name is Lela and I'm the founder of Bella Luce. My luxury bodycare collection helps savvy, stylish women pamper themselves by using natural products created with exotic ingredients gathered from around the globe. I'd love to be considered as a potential supplier for Lava Chocolate Shop and I'm confident that together we can add a new dimension to your customer's chocolate obsession.

My Peruvian Cocoa Azul Collection might be of particular interest. It blends French cocoa absolute with golden cocoa butter, organic cocoa powder, and pure blueberry extract to create a luscious line of chocolate-inspired bodycare. My line sheets can be seen [here](#) and I'd welcome the opportunity to tell you more about the robust wholesale program I've built to support my stockists.

I hope you'll explore my work if it feels like a good fit and then reach out with your thoughts. I'm grateful for your consideration and look forward to hearing from you!

Best,

Lela Barker  
Bella Luce  
[www.bellaluce.com](http://www.bellaluce.com)

