

Linda Evers - [Evers Global Publishing & Licensing Solutions](#)

Day 1 - **First Email** and connect on LinkedIn/Social Media

Day 3 - Consider following up with a phone call if you can get their info - leave a message if they don't pick up
Send 2nd Personalized Email - Can you include a link to a video describing how you can help them?

Day 6 - Reach out to them on LI / spend a little time engaging with their LI/Social Media Content without pitching

Day 8 - **3rd Email**

Day 10 - Call Again? - leave a message if they don't pick up

First Email

Hi [Name - not generic title]

As a publishing consultant, I spend a lot of time talking with Curriculum Directors, Partnerships Directors, Managing Directors, and Publishers about their educational content needs to run effective learning programs.

Collaborating with top publishers in the industry I can offer you and your group thousands of pieces of fantastic educational content to fit those needs just right. And, I can make the project come together easily.

All Readily Available To Implement

- Student Readers
- Individual Stories
- Illustrations
- Informational Texts

These can all be readily licensed and adapted to create specific curriculum products just for your group in order to develop things like digital lessons, textbooks, readers, and more!

How Can I Help You With The Right Content?

With 20 years of partnering with top learning teams in Asia and Latin America, I put together successful distribution partnerships for Highlights for Children and popular Teacher-Created Materials.

I can help you find the perfect content or even have it created specifically for your group if it's not readily available in my exclusive catalog.

Does this sound like something that could make your life easier and enrich the lives of your young people?

>>Please reply back to this email for more info.

Should this reach someone else in your group instead? Please forward this to them - I'd love to connect.

Thanks for your time!

Linda Evers

[Evers Global Publishing & Licensing Solutions](#)

And, connect with me on LinkedIn [didn't see your handle but it can be added when you have it] so we can get acquainted. [Maybe you are on Facebook?]

Second Email - And, If you didn't hear back from them from the first email.

Hi [Name - not generic title]

Wondering what I can do to make your life easier and provide you with the best publishing content?

My mission is to find the latest and greatest content to match educational learning groups just right. From around the world, I work with educational and consumer publishers as well as media companies to find exactly what you are looking for.

To bring you the best content around, I specialize in working with international sales teams to license international rights for educational and edutainment companies. We want to find just the right fit for your group!

My collaborations with top publishing brands like Dotdash Meredith, Rubinstein, and Deirdre Whelan Publishing help bring you excellent content easily and in a timely manner. Without this connection, finding the content you want and pulling the process together can be very time-consuming and complicated.

I will negotiate all your deals and ensure copyrights and contract terms are followed so you can rest assured your IP is safe.

Readily Available Educational Content ready to design specifically for your learning group!

- Student Readers
- Individual Stories
- Illustrations
- Informational Texts

Does this sound like a good option for your group?

>>Please reply back to this email and we can set up a helpful 15-minute call to answer all your questions.

Should this reach someone else in your group instead? Please forward this to them - I'd love to connect.

Thanks in advance! Hope to hear from you soon.

Linda Evers

[Evers Global Publishing & Licensing Solutions](#)

Would love to connect over on LinkedIn [didn't see your handle but it can be added when you have it] Maybe you are on Facebook?

[It would be great if you had a video you could include that describes how you can help your clients with their goals. What are the issues they need to solve with your service and include a link in this email]

Third Email - If you didn't hear back from them yet

Hi [Name - not generic title]

I wanted to check in and see if you found the [website](#) and video helpful that I sent last time regarding my publishing consulting.

Based on my two decades in the educational publishing and edutainment industry collaborating with hundreds of publishers, brands, and education groups I hope we can discuss your content needs and collaboration implementation to bring you the perfect options.

I love helping my clients link together the content they are looking for to make their education and learning programs top-notch.

Offering you multiple consulting and representation choices with helpful suggestions and guidance will make the best content choices in a timely manner. And, the experienced package options are easily available to fit your needs and budget.

Please, don't hesitate to let me know if you have any questions.

[Any testimonials here would be super]

>>Easily reply back to this email and we can set up a helpful 15-minute call. Or please, give me a ring here in [town/county/country] so we can chat 1-617-642-XXXX - [maybe the last part for your local prospects]

Best wishes and I hope we talk soon. If I don't hear from you I will check you off the list for future emails. But, please, don't hesitate to reach out if there is anything I can help you with.

Linda Evers

[Evers Global Publishing & Licensing Solutions](#)

[social media handle]

Extra - If/When You Hear Back From Them - can be adjusted for circumstances.

Hi [FIRST NAME],

We spoke recently on [LAST DATE] about the educational content you were interested in for your group.

I know how busy things can get and we weren't able to continue the conversation, but you've had some time to consider which way you would like to go with the publications.

I wanted to reconnect with you and see when you would like to move forward.

I came across this interesting ...[can you include a link to an article or video that might be appropriate for them]. I thought of you and wanted to share it with you.

Hope it's useful for you.

Let me know when we can reconnect again to see how I can be of service to help you this year.

Have a great day,

Linda Evers

[Evers Global Publishing & Licensing Solutions](#)

[social media handle]