

**Pia Silva’s Outreach Email**

For this bonus, Pia wanted you to remember that she personalized the email for each recipient. This may have required an extra sentence or two at the beginning.

In addition, notice that at the end of her signature she is still requesting a review on Amazon!

Hi \_\_\_\_\_\_\_,

I'm writing because, as you may have seen, over the last year I’ve been working my first book titled [Badass Your Brand](http://badassyourbrand.com/).

I’m excited to announce that *in just 5 weeks* it’s going to be available on Amazon!

As I've recently learned one of the most important things an author can do for their book is to launch it with a lot of Amazon customer reviews- this helps with search results and credibility so that other people find it.

I’d love your help with this.

May I send you a free copy of my book to read? All I ask is that you skim through it / read a few chapters in the next 5 weeks and leave your honest feedback/thoughts as a customer review on **March 16th, 2017** — the day my book comes out.

If you're willing to help I can send you a PDF copy of the book right now! And I'll remind you about the review with a link to the book the day it comes out.

Let me know what you think, and if you have any questions.

Thanks so much!

Pia

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**Pia Silva**

***Author, Speaker, Badass***

*37 Greenpoint Avenue #27, 407*

*Brooklyn, NY 11222*

m: 917-882-6437

[piasilva.com](http://piasilva.com/)

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Author of [Badass Your Brand](https://www.amazon.com/Badass-Your-Brand-Impatient-Entrepreneurs-ebook/dp/B06X9H485C)

Let's Connect!

IG: [@pialovesyourbiz](http://instagram.com/pialovesyourbiz)

Twitter: [@pialovesyourbiz](http://twitter.com/pialovesyourbiz)

**\*\*\*If my book Badass Your Brand has helped or inspired you, the *best* thanks is** [**a review on Amazon, here!**](https://www.amazon.com/Badass-Your-Brand-Impatient-Entrepreneurs-ebook/dp/B06X9H485C/) **:)**