GOOD INFLUENCE

Influencer Representative Follow-Up Call Script

This sample call script is a supplementary resource to *Good Influence: How to Engage Influencers for Purpose and Profit* by Paul M. Katz. Adapt this script when phoning influencers' representatives to confirm receipt of a campaign ask letter.

Script:

"Hi, is this the office of _____ ?"
REPRESENTATIVE

If yes, then say:

"I'm calling on behalf of _____ regarding an invitation we sent for
ORGANIZATION
_____ . Can you confirm that _____ received our email?"
INFLUENCER REPRESENTATIVE

If the answer is "yes, received," thank the person on the line and say:

"Could I get your email address so that I can follow up with you to see if _____
REPRESENTATIVE
has had the chance to review?"

If the emailed invitation was not received, then say:

"We sent the request to _____ . Is that the correct email address?"
EMAIL ADDRESS

If the answer to this question is "no," ask for the correct email address. Also, be sure to ask for the email address of the person to whom you are speaking (often an assistant) so that you can include them on CC.

To finish the call, thank them for their time and let them know you will be in touch.

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