

## **SAMPLE BONUS REQUEST LETTER (from the speaker)**

Dear

I am a big fan of your work and want to let you know how much I appreciate how you help women speakers get started, something very important to me as well.

Smart Women Speak! Is my brand new audio product and I'm very excited about launching it in July. I'd like to help promote your work as well as the work of others who provide professional products and services to aspiring speakers through a joint publicity venture marking my product launch.

On Tuesday, July 15, I will be launching the marketing campaign for the audio series and letting my database know if they buy on Amazon.com that day, together we will be giving them hundreds of dollars in free bonuses as a premium.

This audio is the result of my last year working with women who are successful speakers and their advice for those who are newer to the industry.

To further this cause, I want to offer some really valuable bonuses of audio downloads, ebooks, discounts on services, teleseminars and free newsletters and memberships that I think will help them further their speaking careers.

I would appreciate it if you would be willing to donate a product or service for this effort. In exchange, I will publicize your product or service (or website) on our campaign web page.

If you are open to helping and have a valuable product or service you are willing to give away, I will need a download link for the product (or send the actual file to us and we will handle the download requests). We will also need a web-ready photo of both you and the product and a short description of the product or service.

I truly appreciate your support in this area and would be happy to reciprocate with any of your marketing efforts. I'm glad to send you a copy of the audio series as well.

Sincerely,

Susan Jones  
susan@SusanJonesSpeaks.com  
www.SusanJonesSpeaks.com  
XXX-906-0978