

Dear [name of high level endorser target],

[First sentence & para are most important. Here, you tie yourself to the target's work, flatter the target, and make it clear why they are the perfect endorser for your book.]

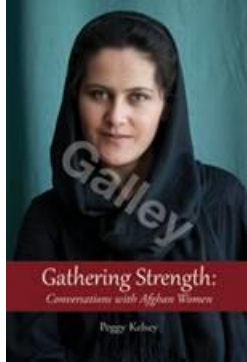
Example: Your work has resonated with me since I first heard you speak at ___ Conference. How deeply your *[title]* protagonist's journey connects with my own! Over the years I've returned many times to *[title]* to reread parts of your story, marveling at its style and substance.

[name of imprint] requests your pre-publication endorsement for

[title of book] by [author's name]

[BISAC], eBook & paperback, # pages with [index, glossaries, and bibliography].

\$(ebook) & \$(paperback).



[thumbnail of galley front cover embedded in email]

[Title of book] is...[~ 70-word short synopsis]

[authors name] is...[~ 45-woord short bio]

The book's website is [main site]

Please let me know if you would be willing to receive a galley of the book for pre-publication endorsement consideration, and if so, in which format and where you would like it sent.

To include your comments on the back cover, we would need to receive your one or two sentences with preferred byline by ***[back cover lockdown date]***.

Thanks so much for your consideration. The favor of a reply is greatly appreciated.