

# Partnership Pitch Email Templates for Salons

In [Episode 66](#) of Marketing 100 on [The Salon Business Show](#) we learned how Mack from yello salon succeeds by directly asking for what he wants in a business partnership.

These email templates help you put that confident approach into practice. Use these customizable starting points to craft clear, compelling pitch emails that articulate your value and proposed collaboration, increasing your chances of landing a 'yes'.

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## Template 1: Local Business Cross-Promotion/Event

**Subject: Collaboration Idea: [Your Salon Name] + [Partner Company Name]**

Hi [Partner Contact Name],

My name is [Your Name], and I'm the owner of [Your Salon Name], located nearby at [Your Address or Neighborhood]. I'm a big admirer of [Partner Company Name] and how you [mention something specific you admire - e.g., curate your collection, create a welcoming atmosphere, connect with the community].

Our salon, [Your Salon Name], serves a clientele of primarily [mention key demographic, e.g., style-conscious women aged 25-45] who I believe align closely with your customers. We have [mention a key asset, e.g., a highly engaged Instagram following of X, beautiful space perfect for small events, loyal clients who trust our recommendations].

I had an idea for a potential collaboration that could be mutually beneficial. I was thinking we could [propose a specific, simple collaboration idea, e.g., co-host a small evening event at the salon featuring your products, offer a reciprocal discount for each other's clients for a month, create a joint social media giveaway].

I believe this could be a great way to [state the benefit for them, e.g., introduce your brand to our loyal clients, drive foot traffic to your store, create engaging content for both our audiences].

Would you be open to a quick 10-15 minute chat next week to explore this idea further?

Thanks for your time and consideration!

Best regards,

[Your Name] [Your Salon Name] [Your Website/Social Media Link] [Your Phone Number - Optional]

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## Template 2: Product/Service Provider (In-Salon Feature)

**Subject: Partnership Opportunity: Introduce [Partner Product/Service] to [Your Salon Name] Clients**

Hi [Partner Contact Name],

My name is [Your Name], owner of [Your Salon Name] in [Your City/Neighborhood]. We are a [briefly describe your salon and brand, e.g., boutique salon focused on modern color and cuts].

We serve approximately [Number] clients per month, primarily [mention key demographic, e.g., trendy 19-25 year olds] who spend an average of [Number] hours in our salon per visit. We pride ourselves on offering a premium experience, and we are always looking for high-quality products/services to enhance that for our clients.

I've been impressed with [Partner Product/Service Name] and think it would be a fantastic fit for our clientele. We offer [mention your key asset/opportunity, e.g., complimentary beverages during services, a curated retail shelf, 'mirror time' where clients experience products].

I'd like to propose featuring [Partner Product/Service Name] in our salon. We could [propose specific collaboration, e.g., offer your beverages on our complimentary drink menu, retail your products with prominent display, offer samples to clients during their service] in exchange for [state your ask clearly, e.g., complimentary products for client use, wholesale pricing for retail, a cross-promotional mention on your social media].

This would provide [Partner Company Name] direct access and sampling opportunities with your target demographic in a relaxed, positive environment.

Are you the right person to discuss this type of partnership? If not, could you please direct me to the appropriate contact? I'm available for a brief call to discuss this further.

Thank you,

[Your Name] [Your Salon Name] [Your Website/Social Media Link] [Your Phone Number - Optional]

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## Template 3: Co-Branded Merchandise/Unique Collaboration

**Subject: Creative Collaboration Idea: [Your Salon Name] x [Partner Brand/Designer Name]**

Hi [Partner Contact Name],

I'm [Your Name], the owner of [Your Salon Name] ([Your Website/Social Media Link]), a salon known for [mention your brand's key characteristic, e.g., its vibrant community focus, cutting-edge style, commitment to local art] in [Your City].

I've been following [Partner Brand/Designer Name]'s work for a while and absolutely love [mention something specific you admire - e.g., your unique aesthetic, your recent collection, your connection to Portland's creative scene].

At [Your Salon Name], we have a strong connection with our clients ([mention key demographic/psychographic trait, e.g., who value unique, locally-made goods]) and have had success with our own branded merchandise. We also have [mention a key asset, e.g., a strong visual identity, an active social media presence showcasing our style, a physical space ideal for a launch event].

I have an idea for a unique collaboration: What if we worked together to create a limited-edition co-branded [type of product - e.g., hair accessory, t-shirt, tote bag, art print] that merges your style with our salon's vibe?

I envision [briefly describe the potential product/concept and the win-win, e.g., creating a unique hair clip design that we could retail exclusively at the salon and promote heavily to both our audiences, potentially launching it with a small event]. This could be a fantastic way for both brands to cross-pollinate audiences and create something truly special for the [Your City] community.

Would you be interested in exploring this creative project? I'd love to set up a time to chat and share some initial thoughts.

Best regards,

[Your Name] [Your Salon Name] [Your Website/Social Media Link] [Your Phone Number - Optional]

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Looking for more strategies and resources? Check out the rest of our [Marketing 100](#) series.