

The Perfect Partnership Pitch Email Template

In [Episode 65](#) of Marketing 100 on [The Salon Business Show](#), Marchelle shared her strategy of ditching draining salon events for powerful, aligned strategic partnerships - like the incredibly successful one she built with her dentist.

This email template gives you the practical tool to put that advice into action. Instead of guessing how to approach a potential partner or sending a generic pitch, use this customizable template to initiate contact authentically, highlighting shared values and mutual benefits right from the start, just like Marchelle did.

Instructions: Customize the bracketed sections below to create a personalized and effective email pitch for potential strategic partners. Remember to keep the tone genuine and focused on mutual benefit and shared values.

Subject Line Options:

- Partnership Idea: [Your Salon Name] & [Partner Business Name]
- A potential win-win for our clients? ([Your Salon Name] + [Partner Business Name])
- Connecting our clients - [Your Salon Name] & [Partner Business Name]
- Idea for [Partner Business Name] from [Your Name] at [Your Salon Name]

Email Body:

Hi [Partner Contact Name],

My name is [Your Name], and I own [Your Salon Name], located nearby.

I'm writing because I've been so impressed with [Partner Business Name]. I recently [experienced your service/visited your location/saw your work online/heard great things about you] and was particularly struck by [Specific Practice You Admire - e.g., how thorough your consultations are, the attention to detail in your space, the amazing results you get for clients, your focus on client comfort]. It really resonates with the high level of care and attention we strive for at [Your Salon Name].

It seems like we might share a similar philosophy when it comes to truly taking care of our clients and valuing [mention shared value, e.g., quality, personalization, expertise]. Because of this alignment, I had an idea for a potential partnership that could be a lovely benefit for both of our clienteles.

At [Your Salon Name], we specialize in [briefly mention your specialty] for clients who typically [Brief Description of Your Ideal Client - e.g., value premium services, are looking for long-term solutions, appreciate a personalized experience]. I've noticed that many of your clients seem to fit this description perfectly!

My thought was to create a simple, high-value referral program between our businesses. I'd love to offer your clients who you think would be a great fit for us a complimentary [Your High-Value Offer - e.g., full signature haircut service, deep conditioning treatment, comprehensive scalp analysis] for their first visit to [Your Salon Name]. This would be presented via a beautiful, co-branded referral card that your team could easily give to suitable clients.

In turn, I'd be thrilled to learn more about how we can best refer our clients who might need your [Partner's Service] to you.

Would you be open to a brief chat sometime next week (perhaps 10-15 minutes) to discuss this further? I'm confident we could create something genuinely beneficial for the clients we both serve.

Thanks so much for considering!

Best regards,

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

© [The Salon Business](#) | The Perfect Partnership Pitch Email Template

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