

Pitching Sequence

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If they say Yes to a copy of the book

So: if someone responds at any point to the pitches below, say something like, “Great! We’ll get the book out to you right away!”

And then log the book in the relevant mailing sheet .

Then, in two weeks, email to say something like:

Hi X,

I just wanted to check in to see how you're doing with The Coaching Habit. Have you had a chance to read it yet? If it's caught your fancy – and you're thinking about writing something – can we help at all?

Let me know if I can be of any assistance. I'll look forward to hearing from you!

All the best,

Then give them another two weeks to read, before checking again with something like:

Hi X,

Just checking in again to see how you're doing with The Coaching Habit. It's a quick read, so maybe by now you've had a chance to take a look at it? I'm happy to help in any way if you're thinking of writing something. Just let me know.

In the meantime, I've also attached a couple of documents we've generated to help with writing: a synopsis of the 7 Questions, and some story ideas for articles.

All the best!

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Journalists

Sample First email

Subject: Lisa - can I send you this best-selling book on leadership now?

Hello Lisa,

I enjoyed your article on Cal Newport's Deep Work for Entrepreneur, and it made me think you might like Michael Bungay Stanier's new book, *The Coaching Habit: Say Less, Ask More & Change the Way You Lead Forever*. A follow-up to the best-selling *Do More Great Work*, Bungay Stanier's new book translates solid research on the neuroscience of habits and engagement into the easy-to-apply Seven Essential Questions that will profoundly change the way any busy manager leads.

The book was just published February 29th, but already has 70+ 5-star reviews on Amazon, and has gotten a nice thumbs up from Dan Pink, who calls it "simple yet profound," and from Brené Brown, David Allen, and others. The book is also enjoying favourable reviews from, among many others, Laura Vanderkam for Fast Company and The Globe and Mail's Harvey Schachter.

Can we send you a copy?

I'm certain you'll like it, too, and that it will provide some interesting angles you might like to write about:

- The best question in the world ... and it only has three words. (A clue: the acronym is AWE)
- The Coaching Bookends, including the one question that can best help people learn (and the science behind it)
- The neuroscience of engagement, and why every leader needs to raise their TERA Quotient
- Why asking "how can I help?" is, counter-intuitively, the act of a smart, lazy manager
- The eight secrets to asking a question well (and it's not as easy as you might think)
- The New Habit Formula, a simple tool you can apply to any new behaviour you want to learn

What's the best mailing/postal address for you? And (we need it for mailing here in Canada) what's your phone number? We can also send an electronic version if you'd prefer.

Warm wishes,

Sample Second Email (one week later)

Subject: [resend]: Lisa - can I send you this best-selling book on leadership now?

Hi Lisa,

I just wanted to nudge this back to the top of your inbox.

All the best,

Sample Third Email (two weeks later)

Subject: Can I tempt you with a copy of *The Coaching Habit*?

Hi Lisa,

I emailed you about a couple of weeks ago, and I wanted to send you a copy of Michael Bungay Stanier's new book, *The Coaching Habit: Say Less, Ask More & Change the Way You Lead Forever*.

Knowing you'd written an insightful article on Cal Newport, I'm pretty sure you'll find this a good read, too.

Can I tempt you?

Fourth Email (three weeks after first email)

Hi Lisa,

Just want to make one last offer here. We've had some nice responses from other writers, like Laura Vanderkam for Fast Company, Beth Kuhel for Forbes, Matt Tenney for the Huffington Post, and The Globe and Mail's Harvey Schachter, among many others, and Michael Bungay Stanier's new book seems right in your wheelhouse.

But I'll assume no response is a no, and refrain from any further emails if you don't want

to take us up on this final offer.

Warm wishes,

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HR Influencers/Bloggers

Follow the same sequence, but the first email can read something more like this (feel free to tweak it yourself along these lines!):

Hello Kevin,

I enjoy reading your blog – particularly those articles on leadership habits – and it made me think you might be interested in Michael Bungay Stanier's new book, *The Coaching Habit: Say Less, Ask More & Change the Way You Lead Forever*. A follow-up to the best-selling *Do More Great Work*, the new book translates solid research on the neuroscience of habits and engagement into the easy-to-apply Seven Essential Questions that will profoundly change the way any busy manager leads.

The book was just published February 29th, but already has over 200 5-star reviews on Amazon, and has gotten a nice thumbs up from Dan Pink, who calls it "simple yet profound," and from Brené Brown, David Allen, and others. The book is also enjoying favourable reviews from, among many others, Laura Vanderkam for Fast Company and The Globe and Mail's Harvey Schachter.

As well, Bungay Stanier has already been a well-received guest on forthcoming episodes of leading podcasts like The Bregman Leadership Podcast, Six Pixels of Separation, Entrepreneur on Fire, The Good Life Project, and more, with wide-ranging conversations covering approaches to coaching, focus, productivity, culture change, courage and resilience. And he has his own show, The Great Work Podcast.

Interested in receiving your own copy of *The Coaching Habit*?

If so, what's the best mailing/postal address for you? And (we need it for mailing here in Canada) what's your phone number? We can also send an electronic version if you'd prefer.

Warm wishes,

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Podcasters

Again, same sequence, but here's a different pitch for podcasters:

Subject: Michael Bungay Stanier on Work That Matters

Hello Shawn,

I enjoy your blog and podcast, and your interest in productivity, employee well-being, work that matters ("great work"), makes me think you might be interested in Michael Bungay Stanier's new book, *The Coaching Habit: Say Less, Ask More & Change the Way You Lead Forever*. A follow-up to the best-selling *Do More Great Work*, the new book translates solid research on the neuroscience of habits and engagement into the easy-to-apply Seven Essential Questions that will profoundly change the way any busy manager leads.

The book was just published February 29th, but already has over 200 5-star reviews on Amazon, and has gotten a nice thumbs up from Dan Pink, who calls it "simple yet profound," and from Brené Brown, David Allen, and others. The book is also enjoying favourable reviews from, among many others, Laura Vanderkam for Fast Company and The Globe and Mail's Harvey Schachter.

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Interested in receiving your own copy of *The Coaching Habit*, and/or in having Michael on Work that Matters?

If so, what are the next steps? One easy thing would be to send you a book right away.

If so, what's the best mailing/postal address for you? And (we need it for mailing here in Canada) what's your phone number? We can also send an electronic version if you'd prefer.

Warm wishes,