



The 5 Minute Fix

◆ MEMBER RESOURCE ◆

THE ALLY AUDIT: REACH-OUT SCRIPTS

Real words for real asks, no bro tactics required.

HERE'S THE GIST...

Hey there!

Not everyone in your network is the same kind of ally. Some people can genuinely move your business forward AND would jump at the chance to help. Some have exactly the right connections, but you're not quite close enough yet to ask directly. Some couldn't strategically help you if they tried, but they'd show up for you in a heartbeat. And some are dream connections you admire but haven't really talked to yet.

Here's the problem: most of us send the exact same message to all of them. A stiff, generic ask that either feels too forward for someone you barely know, or weirdly formal for someone who'd help you without blinking.

These four templates fix that. Each one is calibrated to a different kind of relationship, so you're never over-asking a stranger or under-appreciating someone who's been quietly in your corner the whole time.

*If you want to formally sort your entire network first, my **Ally Audit Matrix** walks you through scoring everyone on how much they can help and how willing they'd be. It's a nice companion to this resource, but you don't need it. Your gut and the descriptions below are enough to pick the right template right now.*

One more thing before you dive in: none of what follows is a manipulation tactic. No slick networking-guru scripts designed to trick someone into saying yes, no fake flattery, no "value ladder" trick disguised as a compliment. You know the type. It feels gross to send and worse to receive. What follows is genuine and warm, calibrated to how well you know someone and what you're asking for.

Fill in the brackets, make it sound like you, and send it. That's it.

STAY MAGICAL! ✨

Pam Langord, Simply Magic Marketing

◆ QUICK GUIDE ◆

WHICH TEMPLATE DO I NEED?

- 01 They can genuinely help AND they'd probably say yes → **The Direct Ask**
- 02 They have exactly what you need, but you're not close enough yet to ask directly → **The Warm-Up Touch**
- 03 They'd help in a heartbeat, but they don't have obvious strategic connections → **The Cheerleader Appreciation Ask**
- 04 You admire them but haven't really connected yet, known or not → **The Aspirational First Move**

THE DIRECT ASK

Use when someone can genuinely help you and would likely jump at the chance (an MVP Ally, in Ally Audit terms). You know them well and you're ready to make a specific ask.

EMAIL · SUBJECT: A SPECIFIC ASK (GOT A MINUTE?)

Hi [Name],

Hope you're doing well! I'll get straight to it because I know you're busy.

I'm working on [specific project or goal], and you immediately came to mind because [specific reason, their expertise, audience, or connections].

Specifically, I'm wondering if [the actual ask, an intro, advice, a favor, a connection].

No pressure at all if the timing's off, just wanted to ask the person who's actually in a position to help!

[Your name]

DM VERSION

Hey [Name]! Random question, but I'm working on [specific project] and thought of you because [specific reason]. Would you be open to [the ask]? Totally fine if not, just figured I'd ask the person who'd actually know!

Why it works: You're specific about the ask, specific about why THEM, and you give an easy out. No guilt trip, no vague fishing.

THE WARM-UP TOUCH

Use when someone has real ability to help you (an Untapped Asset, in Ally Audit terms), but the relationship isn't warm enough yet for a direct ask.

EMAIL · SUBJECT: LOVED [SPECIFIC THING]

Hi [Name],

I just [read/saw/heard] [specific thing they did or shared] and had to reach out. [Specific genuine reaction, why it resonated or helped].

I don't have an ask here, just wanted to say that and let you know it landed.

[Optional: one sentence about what you're working on, no ask attached]

[Your name]

DM VERSION

Hey [Name]! Just saw [specific thing] and loved it, especially [specific detail]. Wanted to say so!

Why it works: Zero ask. You're building actual rapport before you need anything, so when you do reach out with a real ask later, you're not a stranger.

THE CHEERLEADER APPRECIATION ASK

Use when someone would help you in a heartbeat but doesn't have obvious strategic connections (a Cheerleader, in Ally Audit terms). Don't underestimate them, you never know who's in their orbit.

EMAIL · SUBJECT: COULD USE YOUR HELP WITH SOMETHING SMALL

Hi [Name],

I hope things are going great with you! I'm reaching out because I know you've always been so supportive of what I'm building, and I could use your help with something small.

[The ask: a referral, a testimonial, sharing something, keeping an ear out]

You never know who might be the right connection, so even a quick mention to someone means a lot.

Thank you for always being in my corner!

[Your name]

DM VERSION

Hey [Name]! Quick favor, would you mind [the ask]? You've always been such a supporter and I really appreciate it. Thank you!

Why it works: It leads with genuine appreciation, keeps the ask small and specific, and treats them as a real contributor, not an afterthought. Remember, you never know who's in their orbit.

THE ASPIRATIONAL FIRST MOVE

Use when someone is a dream connection you haven't really talked to yet, whether they'd score as an MVP Ally or Untapped Asset on paper.

EMAIL · SUBJECT: GENUINELY LOVED [SPECIFIC THING], QUICK NOTE

Hi [Name],

I've been [following your work / reading your content / hearing about you] for a while, and [specific thing that genuinely struck you: a piece of content, an approach, a result they got for someone].

I run [brief, one-line description of what you do], and [specific, genuine reason this person's work is relevant to you, not a generic compliment].

[The ask, if you have one, kept small and specific. Or, if you don't have one yet: I don't have a specific ask, I just wanted to say that and introduce myself.]

Either way, thank you for putting your work out there. It's made a difference for people like me.

[Your name]

DM VERSION

Hi [Name]! Been [following your work] for a while and [specific thing] really stuck with me. I run [one line about you]. [Small, specific ask if you have one]. No worries either way, just wanted to say thank you for what you put out there!

Why it works: It's specific, it's honest about why you're reaching out, and it doesn't pretend you have a relationship you don't have yet. That's what makes it feel human instead of a pitch. And remember: the worst that happens is they don't respond. Most people, especially generous ones, genuinely don't mind being asked.

◆ FOR ALL FOUR ◆

A FEW RULES

Personalize every single one. Generic asks get generic silence.

Keep it short. Nobody wants to read three paragraphs from someone they don't know well.

One ask per message. Don't stack three favors into one email.

If they don't respond, that's information, not rejection. Move on without taking it personally.

No fake urgency, no manufactured flattery. No "I know you're busy but" openers that secretly mean "please feel pressured." Just be a real person.



Ready to make the words sound more like you? Head to the **AI Prompts** next.

STAY MAGICAL! ✨



PAM LANGORD

Founder, Simply Magic Marketing

Pam Langord is the founder of Simply Magic Marketing, where she helps entrepreneurs simplify, streamline, and scale their businesses with smart marketing strategy and a healthy dose of AI magic. She's the creator of the 5-Minute Fix series, weekly actionable business improvements designed to build real momentum, five minutes at a time.

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