Use our proven Celebrity Letter to get your product to the celebrities of your dreams.
WELCOME TO THE

CELEBRITY ACCESS BLUEPRINT

You are holding, in your hands, the proven Blueprint we’ve used here at Entreprenette to land over 70 celebrities, across almost two decades in business, fashion and Hollywood.

Here’s what’s inside:

• The proven “ingredients” every successful celebrity letter must have.

• Our “plug-&-play” celebrity letter template

• A sample letter one of my private coaching clients used to land Academy Award winner, Sandra Bullock.
In today’s media-driven world, having an incredible product isn’t enough to make your business a success.

What you really need is **EXPOSURE**.

And nothing – and I mean nothing – will get you noticed and increase your sales like **getting your products to a celebrity**.

In this game, first impressions REALLY do matter. **A great letter will grab the celebrity’s attention** and make her want to keep your product, use it and, of course, show up with it in public!

But a so-so letter? It will end up right in the trash...

And that’s where the Celebrity Access Blueprint comes in.

**This letter is your first point of personal contact with any celebrity** you reach out to. Use it to send along with your personal gift to that celebrity.

If you’re unsure of what to say, have never done this before or (if you’re like I was), are just a little bit nervous, **have no fear**...

... Because we’ve got you covered with **the letter that has landed some of the most famous women in the world**.

Just follow along, fill in the blanks, and you’ll be talking the talk... just like a seasoned pro!
WHO IS SARAH SHAW?

Before we begin, you may be wondering who I am, so let me tell you a little bit about myself...

I am the Founder & CEO of Entreprenette.com.

I started my career in the movie industry, where for 12 years, I had a front row seat to the exclusive, mysterious and secretive world of celebrities.

Since that time I’ve:

• Launched 3 fashion and accessory companies...

• Personally landed over 60 world famous celebrities such as Jennifer Aniston, Angelina Jolie and Oprah...

• Sold my handbags in over 1,200 boutiques and department stores, including Nordstrom, Neiman Marcus, Saks 5th Avenue, Anthropologie and Bloomingdales.

• Been featured in magazines and tv shows such as People, InStyle, ELLE, Access Hollywood and Extra!

I’ve coached almost 400 women on how to launch their own product lines and get their products to celebrities, too.

In other words, I’m not someone who just read about this in some business book. I’ve actually been in the trenches and have done this before.

I’M HERE TO SHOW YOU HOW TO DO THIS, TOO.
THE “INGREDIENTS” FOR A SUCCESSFUL CELEBRITY LETTER

Let me ask you a question...

If someone wanted to get in your good graces, do you think hitting you up with a blatant sales pitch would be the way to do it? Probably not, right!

But... if they connected with something that was REALLY important to you, how would that make you feel?

Well, guess what? Celebrities are no different! Sure, they’re famous... but they’re also people, just like us. And that means that you really CAN connect with them.

All it takes is the right “ingredients”.

Fortunately, we’ve perfected the recipe. Just include these in every celebrity letter you send, and you’ll stand out from the hordes of people vying for their attention...
THE “INGREDIENTS” FOR A SUCCESSFUL CELEBRITY LETTER

1. **Introduce yourself.** (yes, you’d be surprised at how many people actually forget to do this :)

2. Briefly tell them about your product and company.

3. Give them a reason **why your product matters to them.** This is simply a matter of finding something about them that’s relevant to what you’re offering. Examples include:
   - One of their style preferences - a color, pattern or item they often wear or use.
   - A charitable cause they support
   - Something of significance in their life - a marriage, a birth, something related to one of their children, etc.
   - A hobby they have

Just **plug these ingredients into our template on the next page,** and you’ll be off and running...
THE CELEBRITY LETTER BLUEPRINT

It’s time to write your very own smashing celebrity letter!

• Use this plug-&-play template, complete with all of our proven “celebrity ingredients”.
• All you have to do is fill in the blanks - what could be easier!
• And if you want to follow along with a real example, make sure to check out the “Sandra Bullock letter” on the next page...

{ YOUR LOGO Here }

Date
To: Celebrity X
Address
City, St. Zipcode

Dear Ms./Mrs./Mr. {CELEBRITY NAME},

I have a small woman owned company called {COMPANY NAME} and we {DESCRIBE WHAT YOU MANUFACTURE AND MENTION IF THERE IS A “WHY” TO IT}

Small paragraph about your product and list the benefits of the products or something that is unique about your collection.

BENEFIT #1
BENEFIT #2

I am a fan and I am hoping you might find {PRODUCT NAME} perfect for {SAY WHY THEY WOULD LIKE IT HERE}

I hope you enjoy this gift,

Sincerely,

{YOUR NAME}
Angel Chatter  
6225 Clark Street 

November 24, 2013 

Dear Ms. Bullock ~  

I have a small woman owned company called Angel Chatter, that designs angelically infused jewelry that is manufactured in the USA. 

Our jewelry has been, and will continue to be designed, TO BE not only be beautiful, but to inspire and empower the wearer to live life on their own terms. For as you know, living life on your terms, brings in the very best of what you truly desire, and more importantly, deserve. 

I greatly admire you as an actress, but more importantly, ADMIRE you AS A MOM WHO continues to live life on your OWN terms with grace, integrity and fun. I would be honored to partner with you by offering a percentage of our sales of the Heart Flight Leather Bracelet to the American Red Cross ON YOUR BEHALF. This design is called Heart Flight, for when we allow our heart to guide us, our dreams take flight. We would BE WILLING TO donate 20% of ALL retail sales OF THIS BRACELET to the American Red Cross. 

In exchange, we’d like to be able to use your likeness to spread the word via the internet, social media, magazines and newspapers. 

I hope to hear from you soon to begin launching this program. To give you full disclosure, we have hired a broker and are presenting to the shopping networks. Wouldn’t it be a great gift to give 20% of those sales as well to the American Red Cross? 

In addition, I’ve included a gift for Louis, my first children’s book, Have You Ever Wondered About Angels? It will take Louis on a journey to keep alive his connection with his guardian angel as well as offering a poem he can say when he wishes to chat with them. We RECENTLY won the Mom’s Choice Award for Bedtime Stories, AND I AM VERY proud of that. 

I wish you a great day, AND LOOK FORWARD TO HEARING BACK FROM YOU. 

Chris Alexandria
Sending your perfect letter is just the FIRST step to landing the celebrities of your dreams...

Want to take your next step and get your very own, personal Black Book for accessing any celebrity on the planet?

Then head over to...

www.CelebBlackBook.com