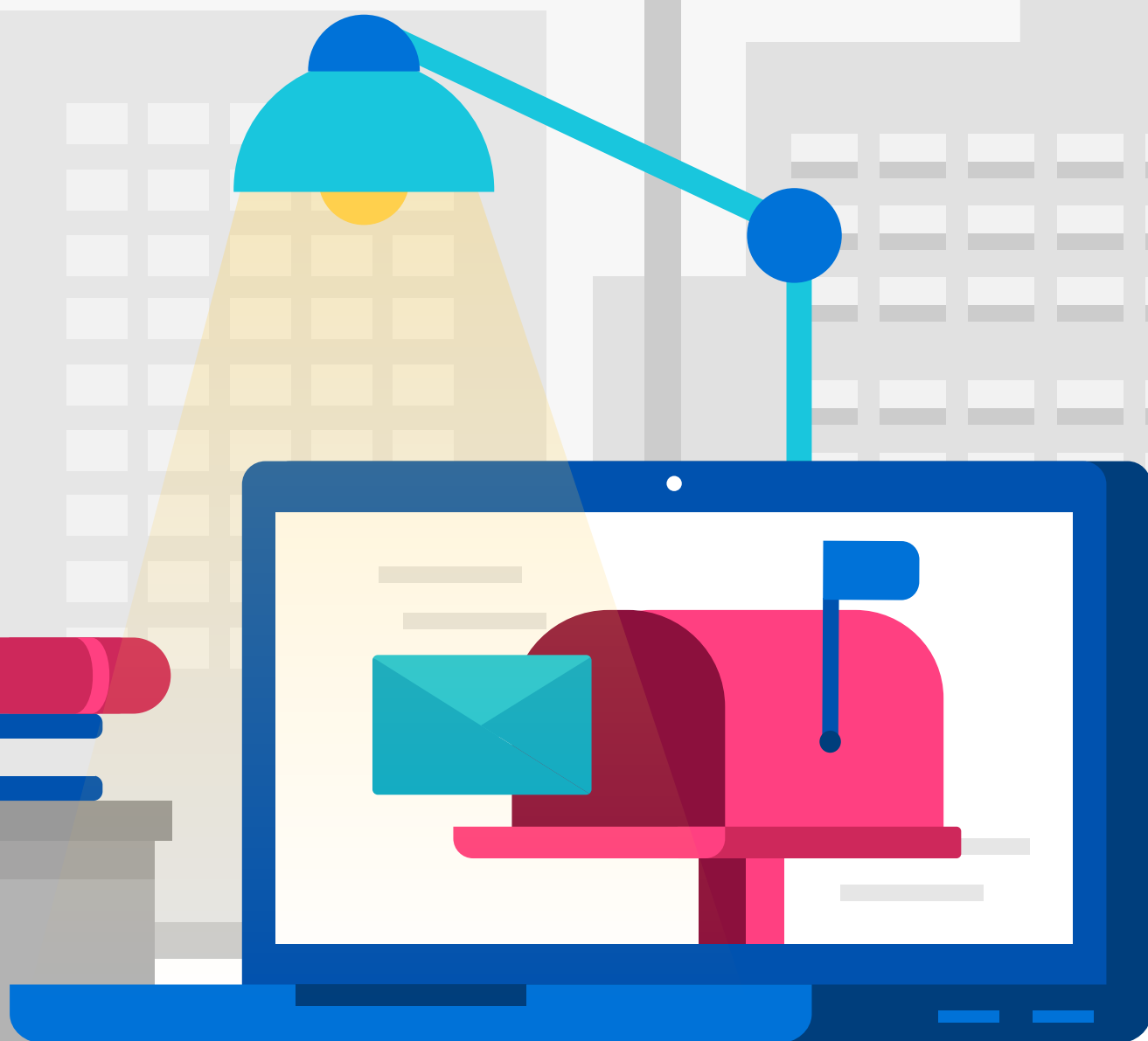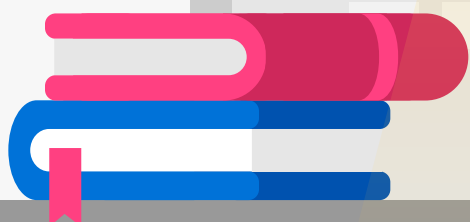mailshake

EMAIL OUTREACH PLAYBOOK:

MASTER THE CRAFT OF SENDING SALES EMAILS THAT CONVERT

BY SUJAN PATEL

EMAIL IS A PRICELESS COLD SALES TOOL

It's less intrusive, more efficient, and, according to data from MarketingSherpa, more effective than a phone call.

COLD CALL

2%

of cold calls result in an appointment

EMAIL

2x

higher ROI than cold call, networking or trade shows

LONG STORY SHORT:

if you're not using cold outreach emails to generate leads for your business, **you probably should be**. Of course, there's knowing you need to send outreach emails, and there's knowing how to send **effective** outreach emails **that actually convert**.
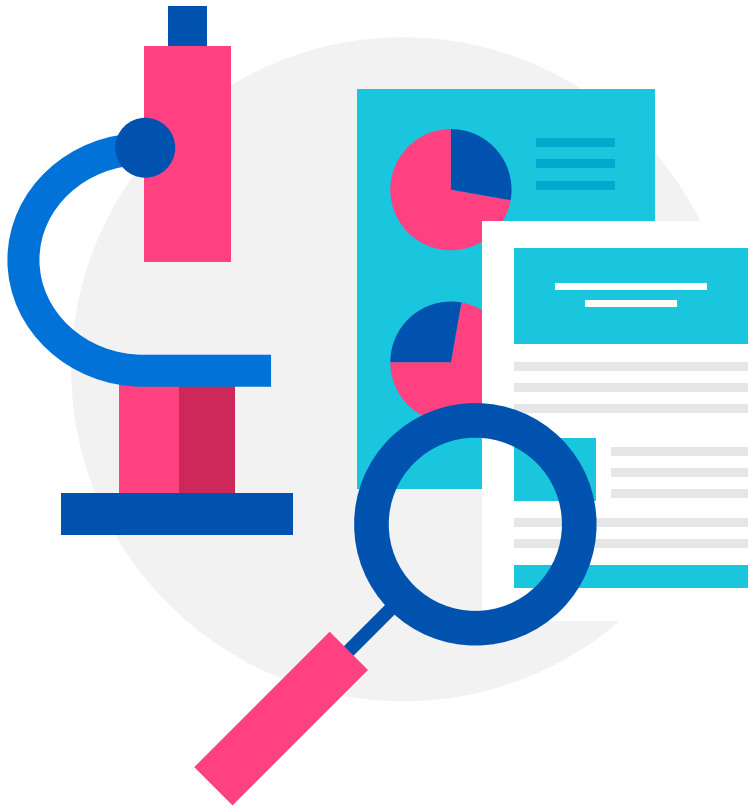
IN THIS PLAYBOOK I'M GOING TO TAKE YOU THROUGH:

IN SHORT:

EVERYTHING YOU NEED TO MASTER THE ART OF SENDING EFFECTIVE SALES EMAILS.

BEST PRACTICES

Each recipient you email is unique. That makes it impossible, without extensive research at least, to ascertain what style, tone, and content is going to resonate with each of them best.

Don't second-guess what to send. Stick with what's been proven to work and play it safe by following known best practices.

FIND THE RIGHT CONTACT

The first step to sending a winning outreach email happens before you start typing. You won't get very far if the person you reach out to:

1. Works in the "wrong" department, or

2. Lacks the authority to make decisions

Sure, if you email the wrong person, they *might pass* your email on to someone who can help – but how often do you do that when you're on the receiving end of a sales email you can't do anything about?

Don't rely on your recipients passing your email on to the correct person. I receive a lot of emails that say something along the lines of "If you're not the right person to speak to about this, could you please let me know who I should speak to?/pass this email onto someone who can help?"

It's a nice try and I don't doubt it works sometimes. I also don't doubt that the salesperson would see a higher response rate if they took the time to find and email the right person in the first place.

Doing your homework might not feel like much fun at the time, but it pays off in the long run.

KNOW WHO YOU'RE EMAILING

I'm going to talk a lot about personalization throughout this playbook, simply because it's **so important**. In short, it pays to know who you're emailing. It can be the difference between getting a reply, and getting ignored.
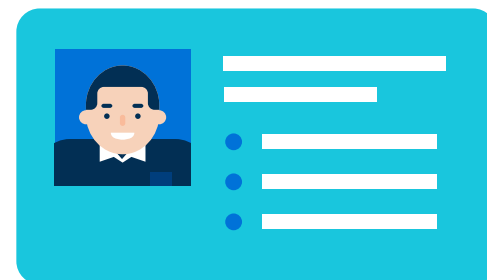
Before you start writing emails, do a bit of digging into your recipient. You can never know for sure (again, without extensive research) but try to gauge what sort of language is likely to resonate with them. Do they like a joke? Do they love a compliment? How busy are they?

This is all information you can use to help you write emails that are more accurately targeted at each of your recipients.

INTERACT WITH RECIPIENTS BEFORE YOU EMAIL THEM

Most of us respond best to messages from people we know, or at least recognize the name of. That's why it's advisable to interact with your recipients in some way before you hit send.

That might mean meeting them in person – say, at a conference or networking event. It could in fact be as simple as interacting with them on social media – retweeting them a few times and @ replying to a couple of their tweets, for example.

I've had people reach out to me on Slack before – a site I use a lot – and it worked.
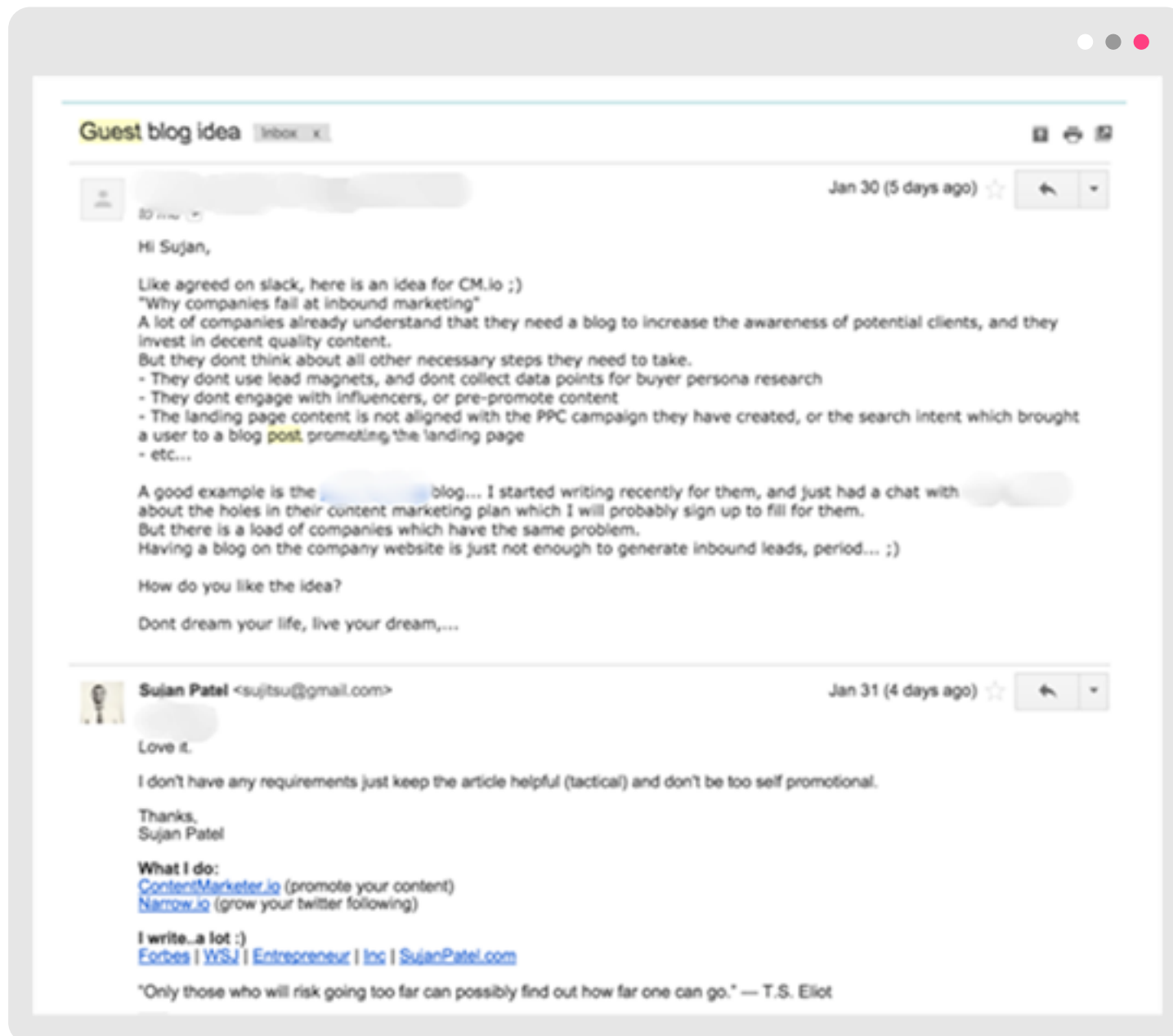
They essentially got me to "soft agree" to their pitch over Slack. That meant that when they emailed me, I was ready, and happy, to pay attention to what they had to say.

USE TEMPLATES THAT DON'T SOUND LIKE TEMPLATES

If you're sending more than a handful of emails, you're going to want to save time by using a template. That's okay. Don't let outreach evangelists tell you that each and every email should be written from scratch. While we'd love to be able to send an entirely unique and completely personalized email to each recipient (and you'll get to see an awesome example of one shortly), outreach is often, in part, a numbers game. So, that's just not going to happen.

Back in reality, working with templates **is fine**. You just need to use templates that don't sound like templates.

We're going to look at templates in more detail later, and I'll be providing you with some ready-made templates that have been proven to work. For now, just remember that there's nothing wrong with basing your outreach on a template – just use ones that sound natural and you know work, either because of your own testing (crafting your own template is the ideal) or someone else's.
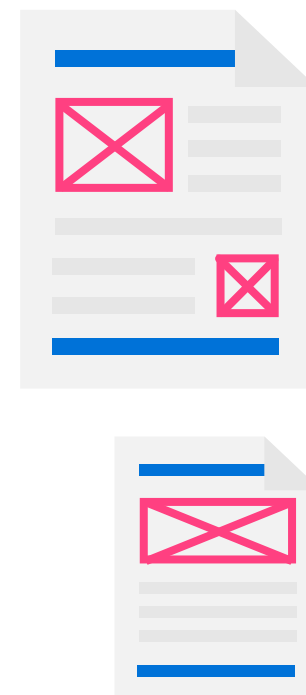
KEEP IT BRIEF

You're busy. You don't have time to handcraft a unique email for each recipient. I get that. But do you know what? Your recipients are busy, too. They don't want to read detailed sales pitches from strangers.
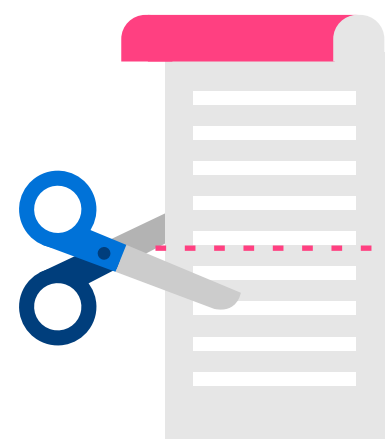
They simply want to know:

1   What you're emailing them about, and

2   How it will benefit them.

> *"Contrary to popular belief, providing unrequested information or pointers to such information is not adding value. Marketing emails should be one to three sentences, with no fluff, biz-blab, jargon, or 'for more information, see…' pointers. Remember: we live in a world of information overload; don't make it worse for your potential customers."*
>
> **– [Geoffrey James](#), writing for [Inc](#)**

THIS IS WHAT I DO WHEN WRITING AN OUTREACH EMAIL OR PUTTING TOGETHER A TEMPLATE:

I look at each sentence in isolation and ask myself if it's absolutely integral to the email. If I can remove a sentence while retaining all key points and *without* changing the overall message, it's gone.

Each and every sentence of your email should serve a very specific and useful purpose. Anything extra is dead weight that you'll be better off without.

BE NATURAL

We don't respond to emails, we respond to people. But not just any people. We respond to people we like.

> *"In sales, you are never selling an object or something tangible. What you are really selling at the end of the day is: Opportunity. Confidence, Conviction and Charisma just allow you to take that opportunity and turn it into art."*
>
> **– Gurbaksh Chahal, writing for Elite Daily**

This is why it's critical – whether you're writing individual emails for each recipient or working with templates – that your emails sound natural and friendly. They – first and foremost – should sound like they've been written by an actual person; but they should also sound like they've been written by a person you would want to *get to know*.

This is why, while I'm going to be providing you with proven-to-work templates that can help kickstart your outreach, I'd still encourage you to inject a little of your own personality into the emails you send.

Try to get out of the "selling" mindset, and just be yourself.

BE HONEST

A common strategy employed in outreach emails is to butter up the recipient by complimenting them. The sender usually does this by saying what a big fan of their work they are, how much they enjoy reading their blog, or how awesome they thought their latest post about XYZ was.

That's all fine – if it's the truth.

Unfortunately, when it's not, it makes you look dishonest (not a great start when you want someone to do business with you). It's also easier to spot than you might think.

> *"I get several cold outreach emails a day. By now, I'm pretty good at spotting an outright liar or even someone who is just stretching the truth. In a large portion of those emails, I see an opening line that sounds like:*
>
> *I'm a huge fan of Quick Sprout...*
>
> *Okay, cool.*
>
> *Surely, a "huge fan" would at least be subscribed to my email list. Surprisingly, a fairly large percentage of these emailers are not. Right away, I feel lied to and usually delete the email."*
>
> *– **Neil Patel**, **QuickSprout***

If you're a genuine fan of the person you're emailing and/or their work, then great. Let them know. If you're not, don't pretend to be. If your recipient's anything like Neil, all that lie's going to get you is deleted.

KEEP IT ABOUT THE RECIPIENT

What do you think your outreach emails are about?
You? Your business? What makes your business great?

Wrong.

Outreach emails are about the recipient. They're the ones you're trying to engage, after all. There's a reason How to Win Friends and Influence People states that to make people like you, you "need to become genuinely interested in them" rather than you "need to talk about yourself a lot."

It's because people who talk about themselves too much suck. Whether it's online, in emails, or in real life, people that can't shut up about themselves are tedious and boring.

> *"I never learn anything talking. I only learn things when I asked questions"*
>
> **– Lou Holtz**

If you want your outreach emails to influence people and win business, you need to make the focus of your email the recipient, and what's in this email *for them*.

So you've just won an award? Secured your 10th blue-chip client? Just think you're awesome in every single way?

Your recipients don't care.

There's a time and a place for bragging. Outreach isn't it. Focus on why this email is going to help its recipient, and forget the rest.

INCLUDE A CALL TO ACTION

You're busy. You don't have time to handcraft a unique email for each recipient. I get that. But do you know what? Your recipients are busy, too. They don't want to read detailed sales pitches from strangers.
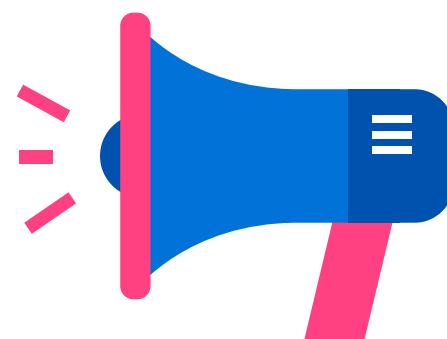
ALWAYS PROOFREAD

Spelling or grammar mistakes make you look, at best, lazy.

Always, always proofread your emails. Small mistakes might seem insignificant to you but they could be the deciding factor in whether or not your recipient replies.

It's also not uncommon for marketers to get the names of recipients wrong (I've been on both ends of this one) which makes names (of people *and* companies) another thing you should always double check when proofing.

DON'T INCLUDE ATTACHMENTS

They have a habit of flagging spam filters and are massively untrustworthy when sent by strangers. Ask yourself: would *you* open an attachment from someone you didn't know?

DON'T IGNORE BOUNCED EMAILS

If an email bounces back, do you just move onto the next prospect? If so, don't. There's loads of reasons emails bounce back – very few of them mean that prospect should be struck off your list. For example...

▶ The person you contacted doesn't work there anymore (find a different contact).

▶ The email address is wrong (double check for typos).

▶ The recipient's server is down (try again later).

In fact, there's only one valid reason I can think of to give up on a contact after a bounced email, and that's if:

▶ The company doesn't exist anymore.

ALWAYS FOLLOW UP

I kind of get why some of us are reluctant to follow up. It's easy to assume that no reply means "not interested" and that to follow up would make us that person who "just can't take a hint".

Unfortunately if you let that nagging voice win, you could be missing out on **a lot of business**.

Many studies have shown that it takes an average of **five** follow ups to close a sale and yet "70% of salespeople give up after they don't get a reply to the first email!"

WHY YOU NEED TO FOLLOW UP

It takes an average of 5 follow ups to close a sale, yet...

1	70%
2	19%
3	7%
4	3%
5	1%

70% of salespeople give up after they don't get a reply to the first email.

(Sources: Yesware, data based on 500,000 sales emails users sent in Q1 2014)
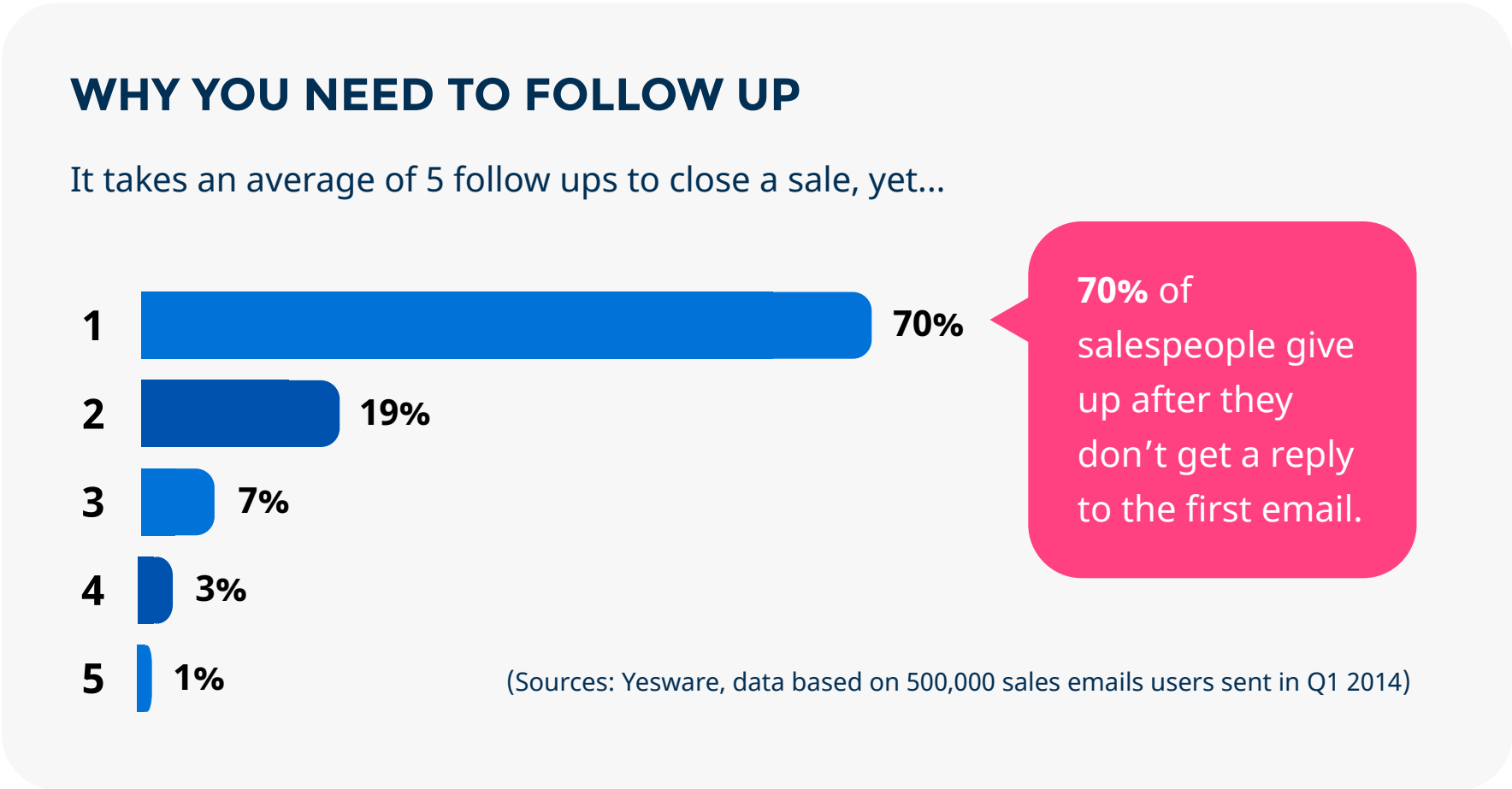
Don't be in that 70%. Be in the 8% of salespeople that get 80% of the sales.

I'll be including some follow-up templates later.

DON'T BUY LISTS

Emailing lists of prospects that you've purchased is a one-way ticket to being ignored. Purchased lists tend to be badly researched, out-of-date, and just plain wrong.

Using your own highly-targeted lists that you've built and qualified yourself will allow you to send more personalized emails *and* stop you from wasting time on emails to people that don't have a chance in hell of converting.

WHEN OUTREACH GOES WRONG

According to CBInsight's CEO Anand Sanwal's analysis of 147 cold emails, "93.9% of them are absolute and utter rubbish."

TOTAL SALES EMAILS RECEIVED

n=147

(Sources: cbinsights.com/sales)

138 (93.9%)

Shitty

9 (6.1%)
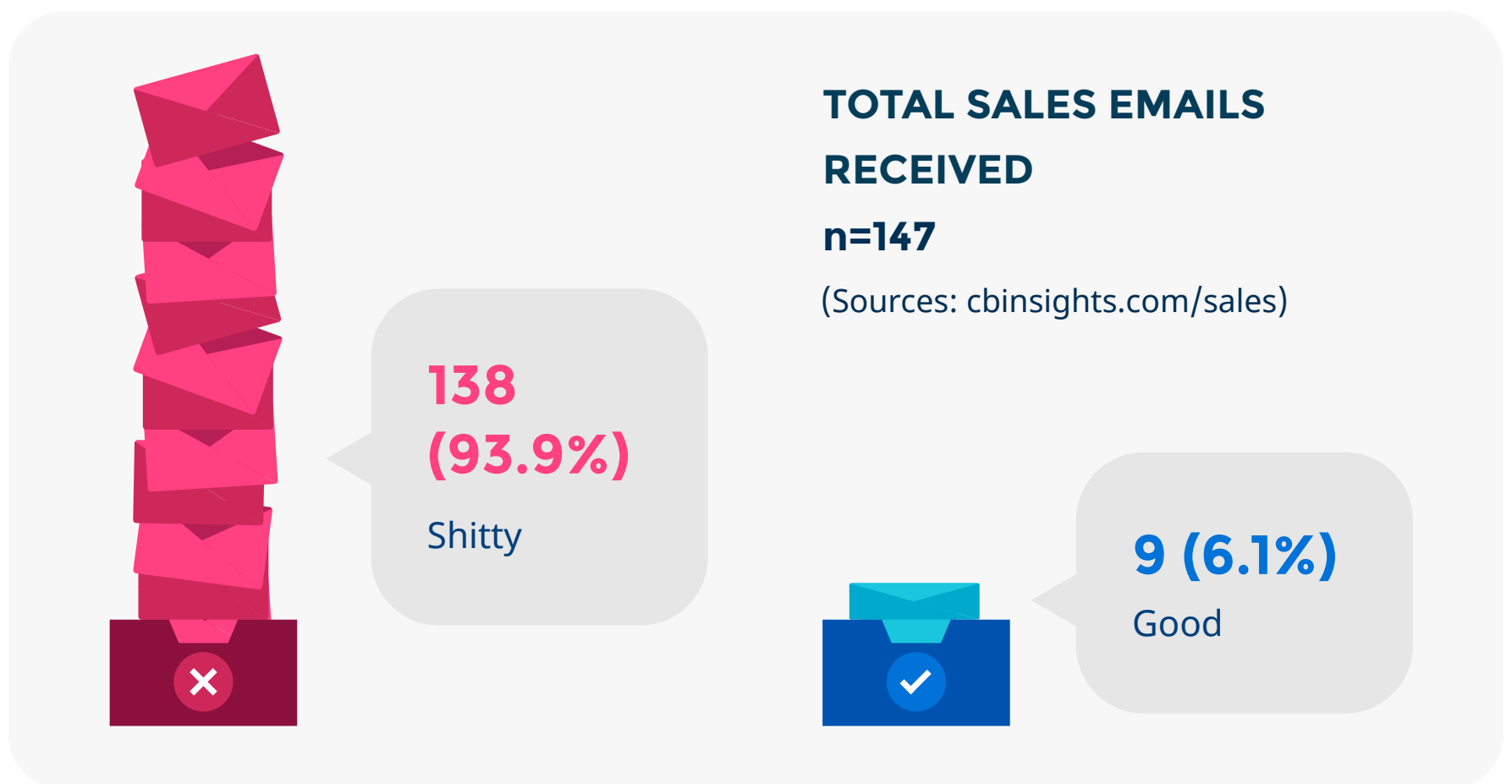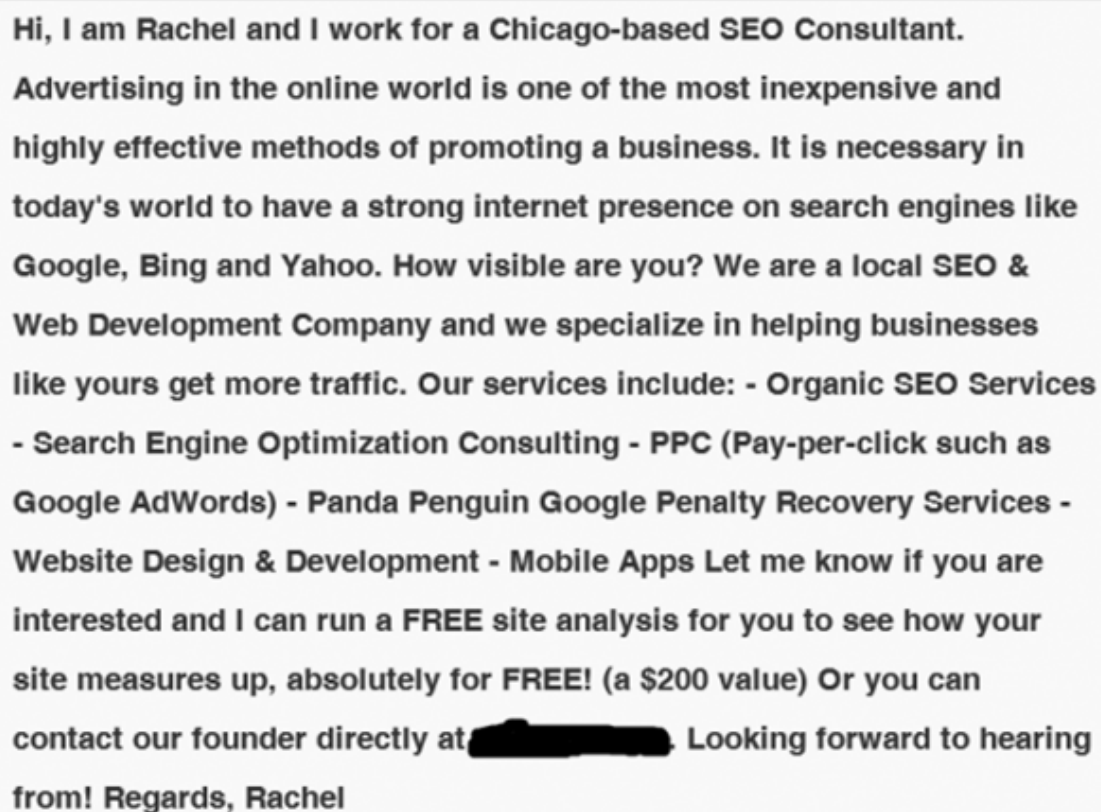
Good

That's bad news for the people sending those emails, but it's good news for us. It means there's a lot we can learn from analyzing bad outreach emails, right?

Right.

LET'S TAKE A LOOK AT SOME EXAMPLES OF BAD OUTREACH EMAILS AND WHAT IS SO, SO WRONG ABOUT THEM

THIS IS WHY YOU SHOULD DO YOUR HOMEWORK

Hi, I am Rachel and I work for a Chicago-based SEO Consultant. Advertising in the online world is one of the most inexpensive and highly effective methods of promoting a business. It is necessary in today's world to have a strong internet presence on search engines like Google, Bing and Yahoo. How visible are you? We are a local SEO & Web Development Company and we specialize in helping businesses like yours get more traffic. Our services include: - Organic SEO Services - Search Engine Optimization Consulting - PPC (Pay-per-click such as Google AdWords) - Panda Penguin Google Penalty Recovery Services - Website Design & Development - Mobile Apps Let me know if you are interested and I can run a FREE site analysis for you to see how your site measures up, absolutely for FREE! (a $200 value) Or you can contact our founder directly at ▬▬▬▬▬▬. Looking forward to hearing from! Regards, Rachel

This is an email sent to Digital Third Coast, which, as its name would suggest, is a digital agency. A quick look at its website tells you that it offers services including SEO and PPC.

That makes "Rachel's" first mistake "not doing her homework." Why is she pitching SEO and PPC services to a company that offers SEO and PPC?

It's also missing any sort of personalization (understandable since "Rachel" doesn't even know what the company she's pitching to does – or – imagine this – the name of the actual recipient).

She even fails to personalize *herself* – she works for a "Chicago-based SEO consultant"... What are we supposed to conclude from that? Why not just say the company's name?
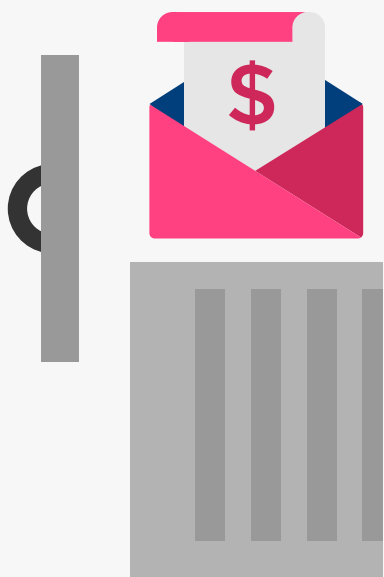
DID SHE GET ANYTHING RIGHT?

Rachel *did* state what the email was about and what she was offering (i.e. digital marketing services and a free site analysis) but even that could have been articulated more clearly. It's somewhat hidden away among a list of services and a spammy blurb about the cost of advertising and the importance of online presence.

The email would have been better if Rachel touched on how this "Chicago-based SEO consultant" could help the recipient.

JUST KEEP IT SHORT AND SWEET

Improvement & Suggestion for your website
www.cognitiveseo.com

Hi ,

I am ▬▬▬▬▬by looking at your website and your competition, I would say that we can get 4 or 5 of your main keywords to the first page of Google in about 3-4 months

How we can help you to rank well over Search engine like Google (Our Unique strategy):

1) After taking your job we will find list of 30 competitor websites who are actually performing best in search engine and nearby your area.

2) We will set Google alerts what news and updates are coming from their websites daily basis and create links based on them.

3) We will download all the back links for your competitors one by one and create back links for our website.

4) We will keep a bird's eye view on these 30 Competitors works plan, marketing mix, online sales strategy, how they are maintaining their website and how much they investing in marketing their website per month .

5) All reports will be dispatched weekly based on "Competitor analysis and reviews from our technical team".

6) We will write Meta tags for all the pages for your website (On page) and fix all the technical issues as well make your website compatible based on Google and Bing webmaster tool guidelines.

7) A complete report will be emailed to you from our technical team as "On page suggestion and implementation" after 15-20 days from initiation of work.

8) We will carry on Off page work like: directory, bookmark, article, blog, comments, forum etc in order to increase the Back links and to rank your website in top slot of search engines.

9) Websites where we will create the links for your website will have 30+ domain authority and they will be trusted websites.

10) We will check your website data from 100+ business listing websites and we will start putting your business details where you missed to submit the data (Business info).

11) All Business listing websites will be emailed to you for review before we get started working on them.

12) We will optimize each of the business listing profile page to make them stronger.

13) We will also work for Google maps. Effort should be there how your website will start showing for localized search by potential customer.

14) Report will be emailed to your provided email address each week as "Weekly report" where you find all the work completed each week.

15) Dedicated Mangers are there to check your emails and reply you within an hour to resolve the issue including the suggestion if needed in that case.

16) We are open to Guide and train you about the search engine guidelines and help you to understand how to manage your website smoothly and effectively.

17) We are open to put and take calls for any discussion you may have if you are ready to co-operate with us.

18) We are confident enough to deliver the best result in the industry and effort will be there to meet your expectation.

Something that you are interested in ? Then let me know

If you have any further questions or if i can be of further assistance, please do not hesitate to reply me on this email.

I am waiting for your reply.....

This email received by Cognitive SEO is (as you might have guessed from the spamtastic title), like the example above, completely void of any personalization.

That also means it's completely generic (not to mention poorly-written).

"4 or 5 of your main keywords to the first page of Google in about 3-4 months."

I don't know where to start with what's wrong here. "4 or 5 of your main keywords" – so what are these keywords? Who puts much emphasis on keyword growth nowadays anyway? And what makes you think you can get 4 or 5 of them onto the first page of Google (and in such a short time frame)?

The remainder of the email reads like a badly-written proposal. It's far, far too long. I'm not against someone pitching SEO services describing how they're going to get results, but do it briefly. Save the detail for when you've already piqued someone's interest.
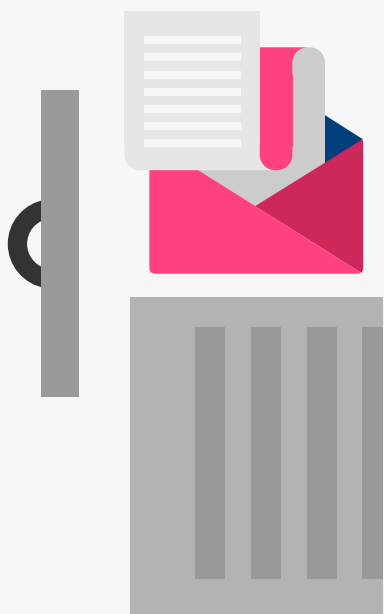
DID THEY GET ANYTHING RIGHT?

They explain what they're offering (SEO) and how they're going to get results (albeit badly). They also get to the point quickly – they just take far too long to get to the end of it.

SAVE THE HTML FOR YOUR NEWSLETTER
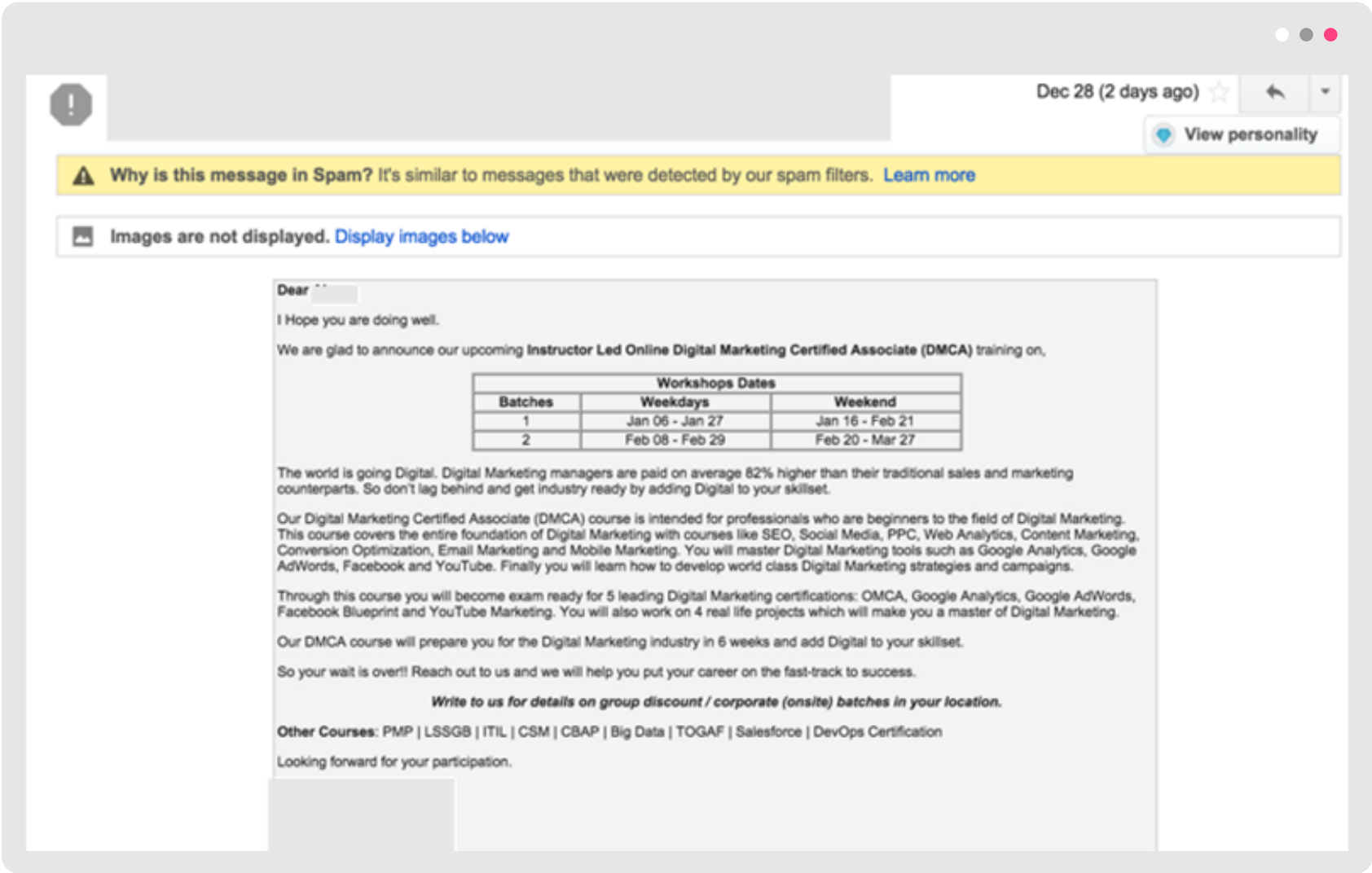
Are you noticing a pattern? This email to Wilson Peng of Yes Insights is guilty of the same crime as the examples above: no personalization.

But that's not the only rule this email's breaking. It's grey, which means it was designed using HTML. You can't guarantee HTML will display properly, and poorly-coded HTML can flag spam filters. Play it safe and avoid it – period.

They also fail to include a clear call-to-action. "Reach out to us" is not sufficient – it hands all responsibility for the next step over to the recipient. That recipient would have to be *really* interested in what they're offering to do anything about it.
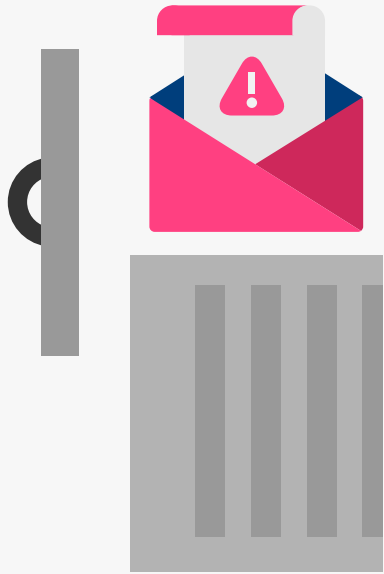
DID THEY GET ANYTHING RIGHT?

There's a reasonable bit of information about the course on offer, but then again, it might be too much. A single, well-written sentence that summarizes what the recipient stands to gain from the course, along with a link to more information, would work much better.

DON'T BE WEIRD

Hi,

I wanted to reach out to you since your company provides SEO and SEM services.

We receive numerous inquiries per day from businesses each day who are genuinely interested in making their website more visible/profitable, etc.

They have responded to our outreach within the last 48-72 hours, and are expecting to hear back from a consultant.

Let me know when would be a convenient time to briefly connect and discuss. I'll be available this afternoon as well as tomorrow.

Wishing all the best,

Arya G

This email is just… strange.

They don't include the recipient's name, but I think we're used to that slip-up by now. They *do* state the reason for their email, but it's such a generic, obvious statement that it's not really worth mentioning. Your recipients know very well what their own companies do. They don't need you to tell them.

The next section is all about the sender, and utterly irrelevant to the person they're contacting. Why would anyone care that you receive numerous inquiries a day?!

After that things get even weirder.

I assume they're going for the "social proof" angle, but they've got it so wrong.

"They have responded to our outreach within the last 48-72 hours, and are expecting to hear back from a consultant."
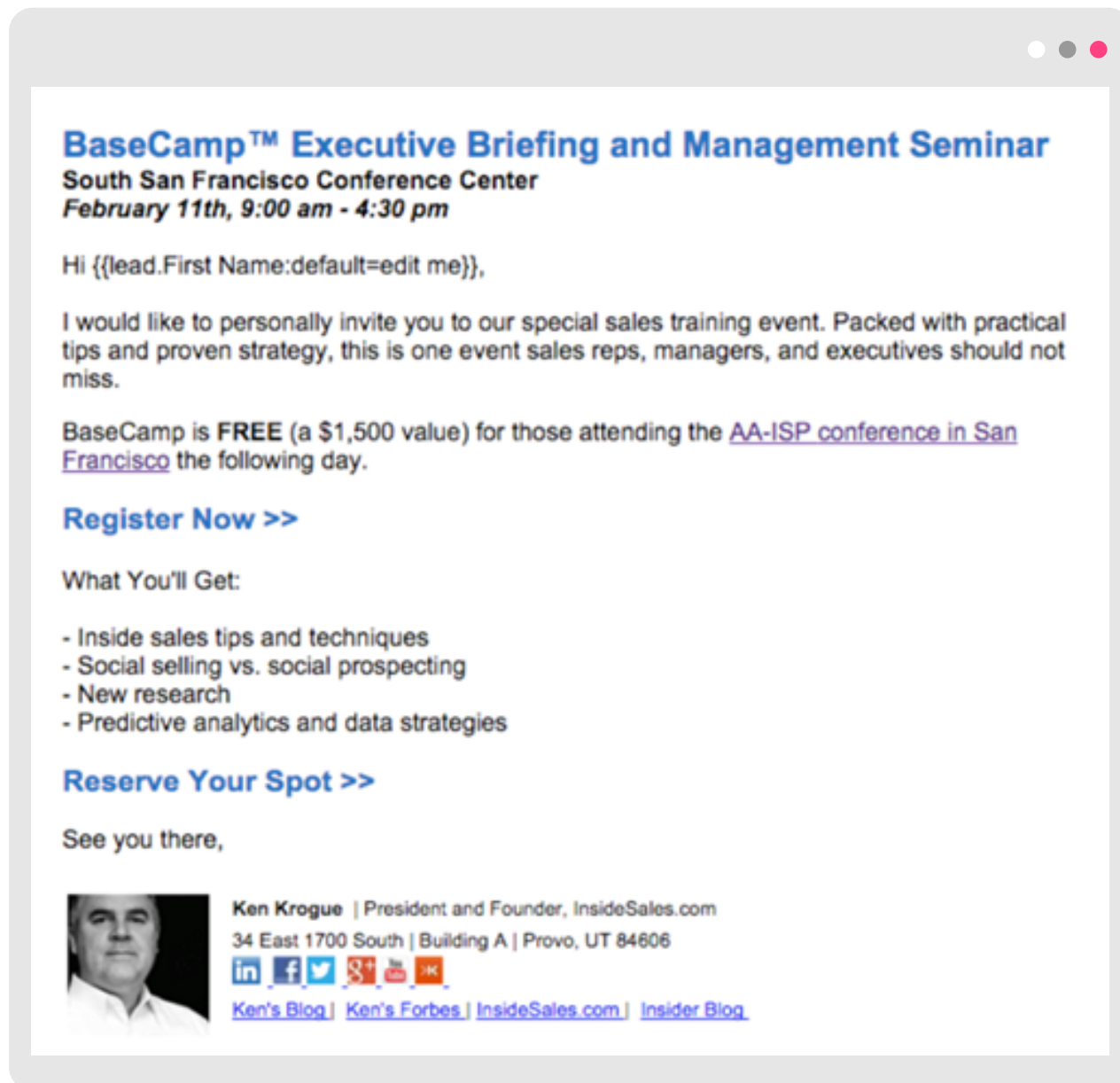
Why-oh-why would anyone care about this? And why do they think the latter half of the sentence is so important it's worth underlining?
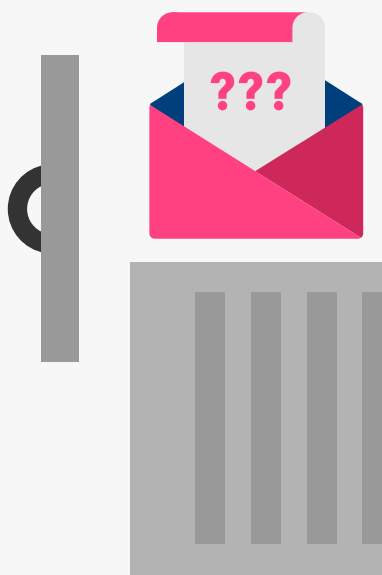
DID THEY GET ANYTHING RIGHT?

They say what they want, and when they're available, which is a nice touch. It's not enough to make up for the overall oddness and irrelevance of the rest of the email, though.

APPEARANCES MATTER, TOO

BaseCamp™ Executive Briefing and Management Seminar
South San Francisco Conference Center
February 11th, 9:00 am - 4:30 pm

Hi {{lead.First Name:default=edit me}},

I would like to personally invite you to our special sales training event. Packed with practical tips and proven strategy, this is one event sales reps, managers, and executives should not miss.

BaseCamp is **FREE** (a $1,500 value) for those attending the AA-ISP conference in San Francisco the following day.

Register Now >>

What You'll Get:

- Inside sales tips and techniques
- Social selling vs. social prospecting
- New research
- Predictive analytics and data strategies

Reserve Your Spot >>

See you there,

Ken Krogue | President and Founder, InsideSales.com
34 East 1700 South | Building A | Provo, UT 84606

Ken's Blog | Ken's Forbes | InsideSales.com | Insider Blog

I wanted to highlight this email – not because it's an all-round bad email – but because for me it's making one big mistake.

Despite the fact that Ken is clearly going for the "personalized" angle (i.e. "I would like to personally invite you") the use of different fonts, sizes, and colors is a **huge** giveaway that this email is automated.

I don't know of anyone who, when writing a genuine, personal email to someone, plays around with the type, size, and color of font they use – especially when including hyperlinks.

If you were actually writing a personalized email to invite someone to an event, you would probably say something like:

"If you want to come along, you'll need to register. Here's the link for you [URL OF REGISTRATION PAGE]."

DID THEY GET ANYTHING RIGHT?

Definitely. Although the mix of fonts gives the game away, it does make the email look ultra-professional. I might be on to the fact that Ken's not *really* reaching out to me personally, but the style and tone of the email instills confidence that makes me think "This is probably a quality seminar I'm being 'invited' to."
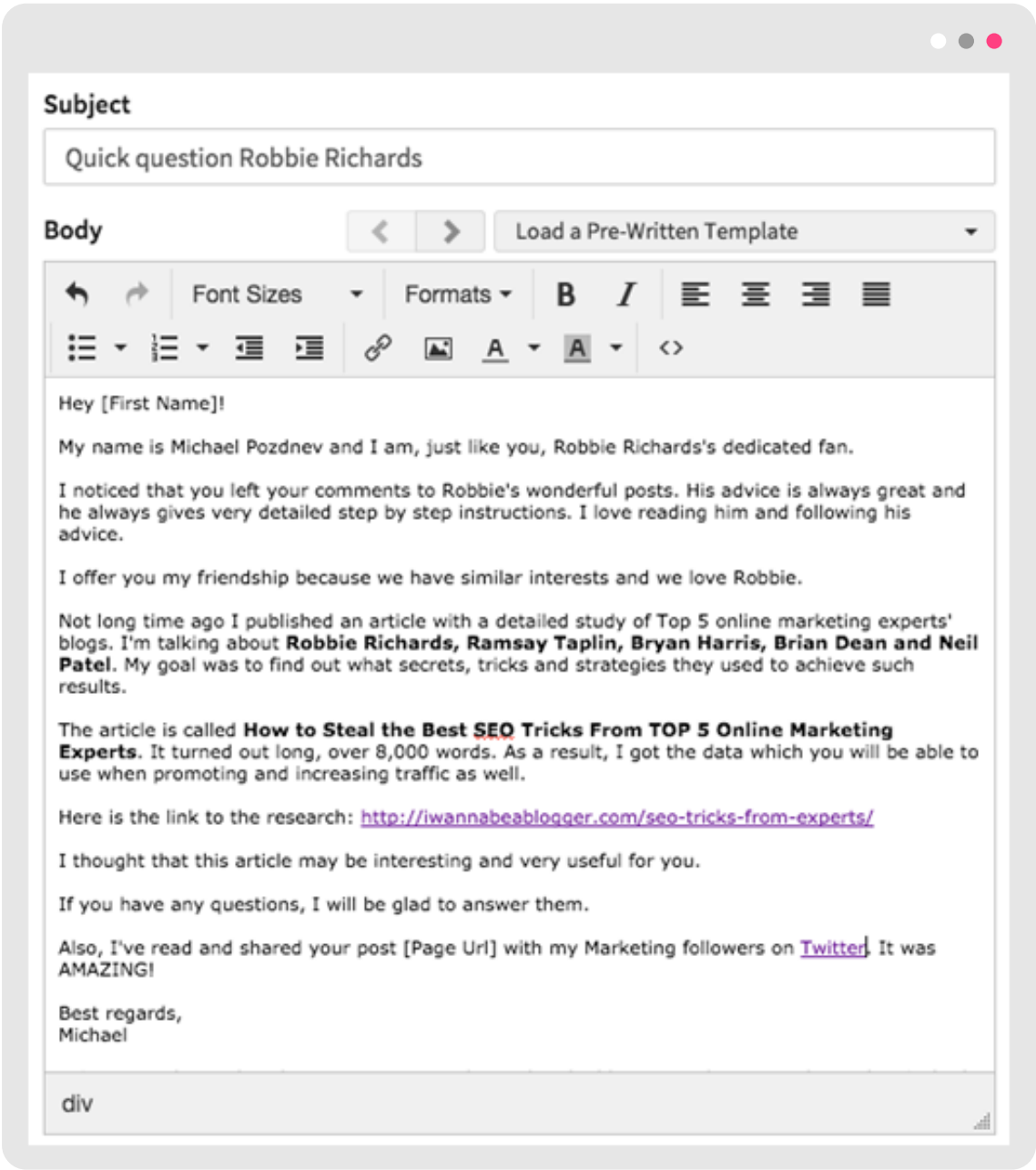
It's also short and succinct, yet manages to sell me the benefits of the seminar. I like the inclusion of the cost of the seminar, and the fact that it's possible to get it for free – the high value cements the idea that it's likely to be a valuable day.

WHEN OUTREACH GOES RIGHT

That's enough negativity for now. It's educational and dare I say, fun. But you can only learn so much from looking at what *not* to do. Let's switch it up and take a look at a few examples of some stand-out outreach emails.

HIGHLIGHT COMMON GROUND

Subject

Quick question Robbie Richards

Body   Load a Pre-Written Template

Hey [First Name]!

My name is Michael Pozdnev and I am, just like you, Robbie Richards's dedicated fan.

I noticed that you left your comments to Robbie's wonderful posts. His advice is always great and he always gives very detailed step by step instructions. I love reading him and following his advice.

I offer you my friendship because we have similar interests and we love Robbie.

Not long time ago I published an article with a detailed study of Top 5 online marketing experts' blogs. I'm talking about **Robbie Richards, Ramsay Taplin, Bryan Harris, Brian Dean and Neil Patel**. My goal was to find out what secrets, tricks and strategies they used to achieve such results.

The article is called **How to Steal the Best SEO Tricks From TOP 5 Online Marketing Experts**. It turned out long, over 8,000 words. As a result, I got the data which you will be able to use when promoting and increasing traffic as well.

Here is the link to the research: http://iwannabeablogger.com/seo-tricks-from-experts/

I thought that this article may be interesting and very useful for you.

If you have any questions, I will be glad to answer them.

Also, I've read and shared your post [Page Url] with my Marketing followers on Twitter. It was AMAZING!

Best regards,
Michael

div

The email above was highlighted in a case study by the sender himself, Michael Pozdnev. The email isn't selling anything, it's promoting content – but I still think there's a lot you can learn from it. In the opening line, Michael's email achieves three things. It:

1   States who he (the sender) is.

2   Personalizes the email to the recipient.

3   Establishes common ground with the recipient.

The main body of the email ticks a lot of boxes, too. It adds further personalization to the email and details its purpose.

What I really like, however, is the final statement. Michael explains how he's already done the recipient a favor – he shared one of their posts on Twitter. This follows the law of reciprocation, and leaves the recipient in Michael's debt.

Very clever.

DID THEY DO ANYTHING WRONG?

This is undoubtedly an excellent email, and I'm clearly not the only one who thinks so. This was the reply:
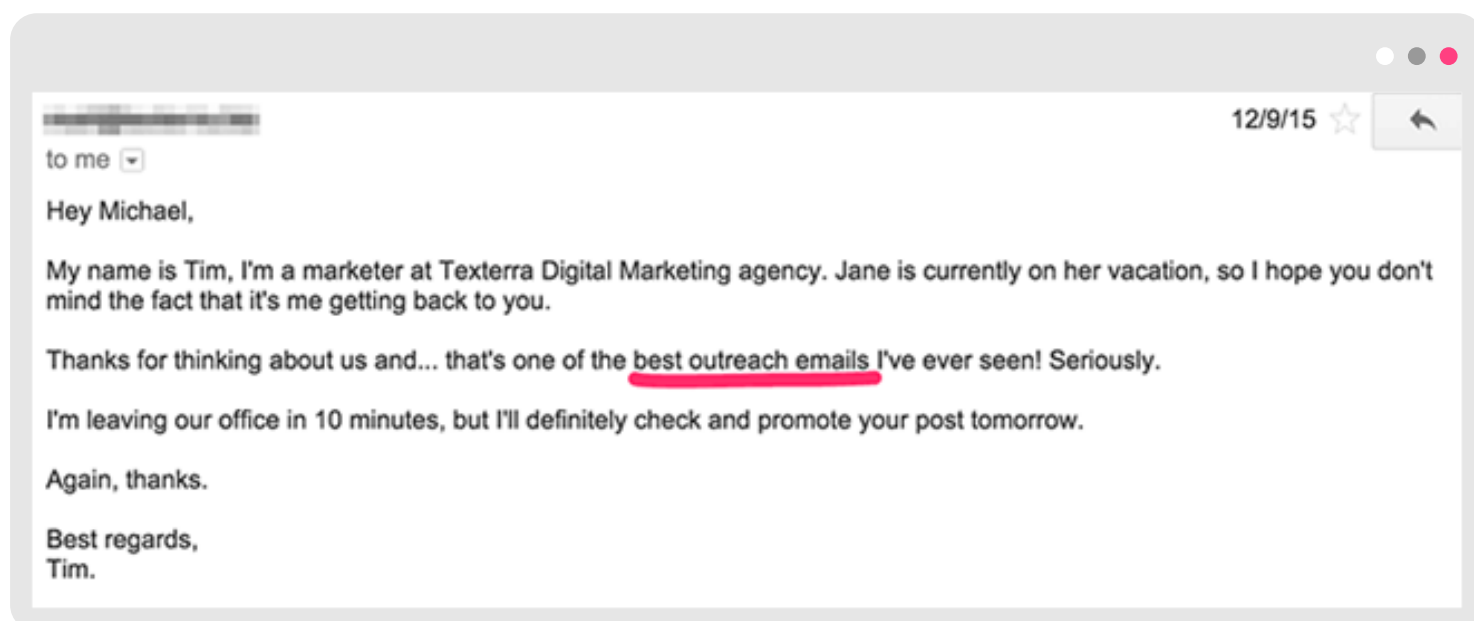
But there are a few things I'd change.

I admit this might just be me, but the line "I offer you my friendship because we have similar interests and we love Robbie" feels forced and insincere. I also want to build friendships with people I reach out to, but I don't come out *and say* it. It's just kind of implied in the emails I send and the subsequent conversations I have with people.

There's also a word missing. Did you spot it?

"Not long time ago" should (I'm assuming) be "not a long time ago." Even then, it's pretty poor English. "Not too long ago" reads better to me.

Lesson learned: proofread very, very carefully.

Michael also fails to state exactly what he wants from the email. Is he looking for a link or just a share? If it's the former, he needs to make that clear. As someone who regularly receives outreach emails, I feel qualified to offer a little tip: if you're looking for a link but don't ask for it, you're almost certainly not going to get it.

In a sales email, being crystal clear about your goals is *even more important*. Again, I don't want to sound too critical. It's a great email – it could just be even better with a little tweaking.

Next, let's read an email that I can only find one word to describe...

EPIC

Subject

How I lost your Sperry's.. and apt. And why you should meet with me.

Body   ‹   ›   Load a Pre-Written Template ▼

↩ ↪ | Font Sizes ▼ | Formats ▼ | **B** *I* | ≡ ≡ ≡ ≡
☰ ▼ | ☰ ▼ | → → | 🔗 🖼 | A ▼ | A ▼ | ‹›

I kept bidding them up.. to $600. Then I stopped with 3 seconds left and the other person won.

I didn't want the apartment. I was going to use it as an expensive excuse to get an App idea in front of you...and we wear the same size shoes. I have since bought a pair of Sperry's..er Sperries? Size 11 – they fit!

Why you should meet with me:

1. I'm the founder and CEO of Grav . I've been running this business for the past nine years. I started it when I was 24. I have 70 employees in Austin and operations in China. I love my business. It's profitable and I'm really good at it. However, I want to do more.

2. I'm Jewish – I hate playing that card, but.. what the fuck

3. This App idea is disruptive. It's not in my wheelhouse (glass), but I know a good idea when I see one – I get about 3 presentations a week from stoners about their pipe ideas.

4. I have a wireframe ready so you can breeze through it quickly.

5. The factory is really close to downtown – on St. Elmo just south of Ben White.

6. Even if you hate me and my idea, you'll love the **** factory – it's insane.

This Wednesday 4/17 at 10am (or earlier) would be a great time to come by (I know it's short notice, but what if this is the best idea you've ever heard and I'm the coolest guy you've ever met?)

Feel free to bring anyone from Appsumo. I'm a huge fan.

Thanks for your time!
Best,
David Daily

div

This email is from [Grav](#) CEO [David Daily](#) to [Ok Dork](#)'s [Noah Kagan](#). It breaks a number of the best practices I went through earlier. It's long and David talks about himself and his credentials *a lot*.

But it works. Really well. So well in fact, that Noah...

1 Fulfilled David's request and met with him, and

2 Wrote [a post about the email](#).

So what was it that made the email **so** effective?

It's funny, charming, and makes David's intentions clear. But do you know what *really* makes it stand out? The fact that it's completely personalized.

It's obvious this email isn't templated in the least. David wanted to meet with Noah so wrote an email *just for him*.

When the pair met up, David confirmed this – he stated that the email took him an hour to write.

Now, you're not going to be able to write emails like this for every prospect. That's why we use templates and follow best practices. But, if there's someone you *really* want to work with, going above and beyond to write a truly awesome email that's **just for them** might well prove to be worth the effort.

When you're putting *so much* personalization and personality into an email, it's okay to break a few rules and talk about yourself, or talk for a little longer than you would normally.

Especially when the results look like that.

SLICK, SUCCINCT, AND SPECIFIC

something of interest?

Hi Jen,

You have an impressive background in sales operations-- hope you're excited to kick off the new year strong! I'm reaching out because I see you head up Sales Operations, and I see a fantastic fit for {company} to increase Salesforce adoption and deal velocity with Yesware.

Customers like GoodData and Adroll told us that too often data in Salesforce is inaccurate and they need more transparency into their pipeline. That's why they chose Yesware to sync email & calendar activities automatically and build SFDC reports specific to their needs.

Can I have 15 min of your time Tuesday at 3pm EST to discuss some of your company's sales priorities and the type of impact Yesware could have?

☑ Track　　🔔 Remind ▲　　☑ CRM　　　　　　　Templates ▲

Send　　　⏱ Later ▲　　📎　　A　　📎　　🔺　　$　　🖼　　🔗　　☺　　🗑

This email from Yesware ticks a lot of boxes. The bold opening features a solid, genuine-sounding compliment for the recipient (Jen). What follows is a clear-yet-succinct explanation of why Jen in particular is being contacted, and a short description that highlights why Yesware could benefit her.

The email wraps up with a CTA that tells Jen exactly what they would like her to do.

WE'RE REAL PEOPLE, HONEST
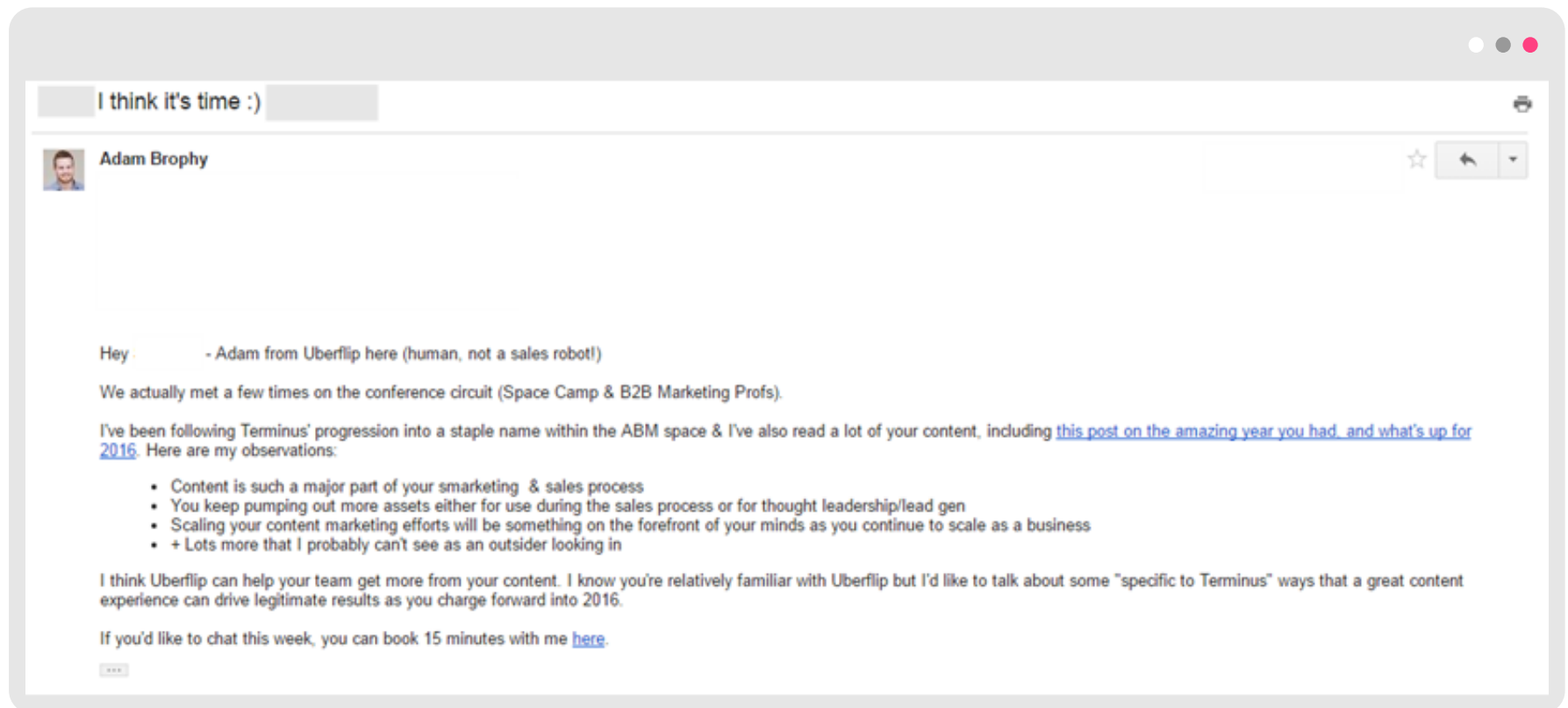
Uberflip's Adam Brophy sent this one. I like how he begins by confirming that it's a human, not an automated sales-robot on the other end of the email. It's such an unusual touch that it's pretty tough not to believe him.

Next up he cites some common ground – the fact that he and his recipient have met before. If you have links like this to prospects you email, leverage them!

My favorite bit of this email, however, is the bullet-point list of reasons why this recipient, specifically, would benefit from Uberflip.

It's this sort of personalization that can *really* get results. You're not just saying "This is why our product helps people like you." You're giving precise reasons why your product will solve the recipient's personal pain points.

HOW TO BOOST OPEN RATES

You could write the **best** outreach emails in the world, but if no one's opening them, it's not going to make a bit of difference. People need to **read** your emails for you to get **results**.

According to data from Constant Contact and MailChimp, average open rates for business emails fall between 14% and 23%.

Is it just me, or does that seem very low?

An experiment carried out by Contently co-founder Shane Snow made it look that way. Out of 707 emails, he saw an open rate of 45.5%.

Clearly, outreach campaigns can and do lead to decent open rates. Let's have a look at what it takes to ensure that as many of your emails get opened and read as possible.

SUBJECT LINES

If your email successfully arrives in your recipient's inbox (i.e. it didn't bounce), the single most important factor in whether or not that email gets opened is its subject line.

So what does a great subject line do?

IT CREATES CURIOSITY

Don't give away everything in your subject line. Your goal is to make your recipient want to learn more. Provide too much information at this point, and your recipient will be able to decide whether or not they want to read your email, without even opening it.

Try a subject line like...

Subject	"Question about [X]" ▼
	"Can you help me with [X]?"

IT'S PERSONALIZED

HI JOHN!

I know, I know – you're probably sick of hearing it, but personalization in outreach is **that** important.

We already know it's critical to personalize the body of an email, but did you know personalizing a subject line has been shown to boost open rates?

mailshake

Data from MarketingSherpa showed that subject line personalization increased open rates by 29.3% – although the actual impact varied widely across industries.

In Q1 2015, personalized subject lines provided a lift in open rates compared to the Q1 benchmarks for most industries.
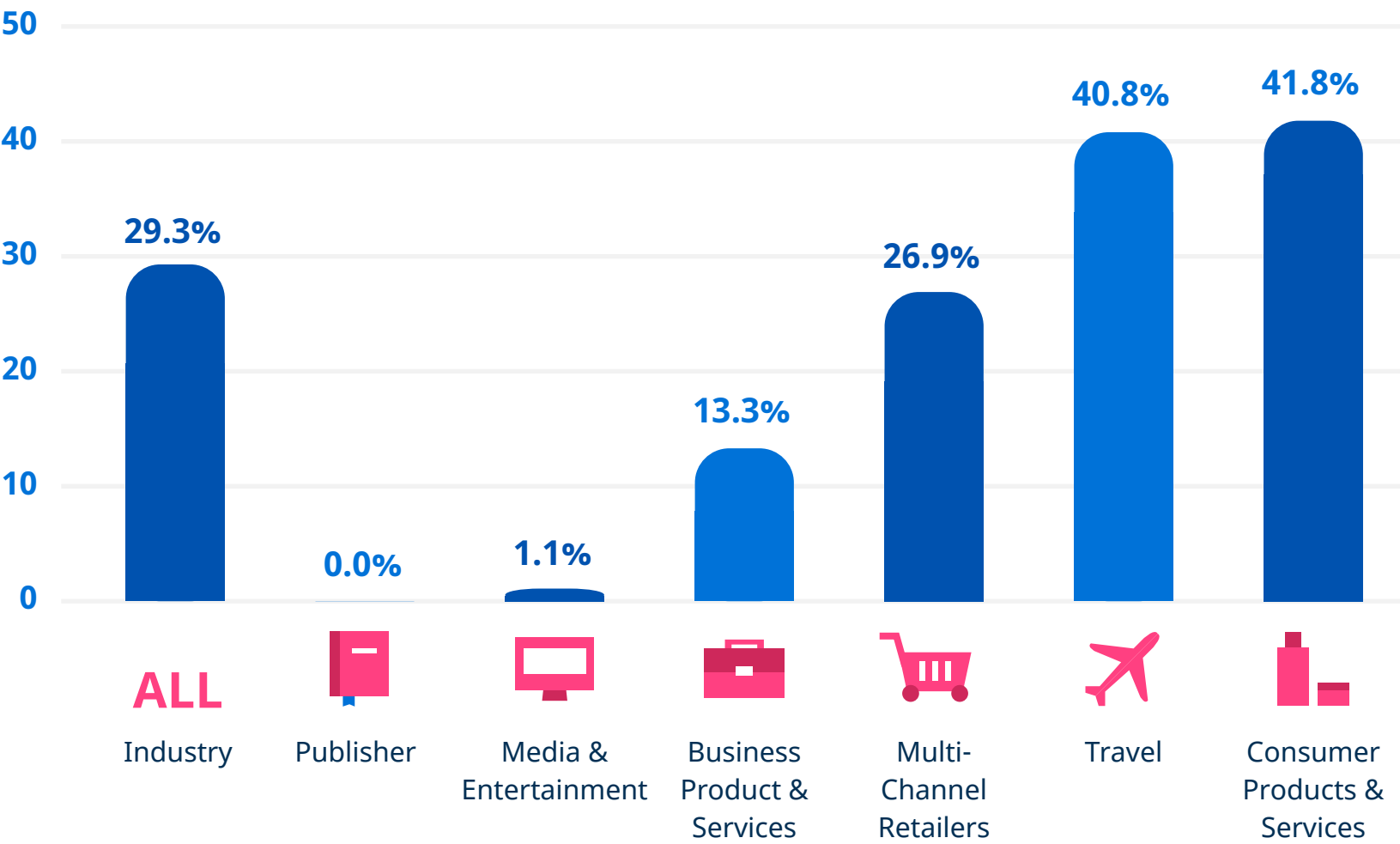
(Source: Experian Marketing Services)

Only one industry (publishers) did not see an increase in open rates when email subject lines were personalized.

The impact doesn't end when the email's opened, either. In emails with a personalized subject line, transaction rates increased by 49% (0.09% compared to 0.06%) and revenue increased by 73% ($0.15 compared to $0.08).

Let's take the subject lines suggested above, and personalize them.

Subject	"[FIRST NAME], I have a question about [X]" ▼
	"[FIRST NAME], can you help me with [X]?"

Personalization doesn't have to mean including the name of your recipient, though. If you have a mutual connection, try including their name, instead. For example…

Subject	"[NAME OF CONNECTION] recommended I get in touch" ▼
	"[NAME OF CONNECTION] said you might be able to help me"

IT'S BRIEF (BUT NOT TOO BRIEF)

It's not just the body of your email that needs to be brief – brevity works in subject lines, too.

Think about it – imagine you've just gotten back from vacation/lunch/the bathroom (delete as appropriate) to find a hundred (or more) new emails in your inbox.

Do you carefully read each subject line? Or do you scan through them as fast as possible to pick out the ones that seem important, and delete the rest?

Most of us, I think, do the later.

Keep subject lines short enough that they can be scanned and understood, but long enough to include information that piques interest.

How long is that, exactly?

Research by Madhu Gulati of Show Me Leads analyzed 260 million emails. Those that saw the highest open rate (21% to be exact) were between six and ten words.

Subject lines with fewer than five words were opened 16% of the time, and longer subject lines – those with 11 to 15 words – were opened just 14% of the time.
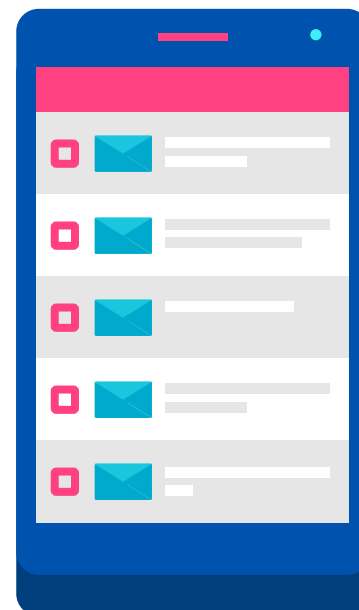
KEY TAKEAWAY:
Aim to write subject lines that are between six and ten words.

TIMING

It should go without saying that timing plays a big part in email open rates. Ideally, you want your email to arrive in your recipient's inbox when they have access to their email *and* time to read it.

Sound simple?

Maybe if you have a crystal ball.

For the rest of us, our best bet lies in looking at research and data produced by other kind marketers.

Yesware analyzed 500,000 sales emails and found that open and reply rates were highest on the weekend.

EMAIL REPLY RATES ARE HIGHEST ON THE WEEKENDS

	Email Sent	% Open	% Reply	% Reply Same Day
Week Day	525,742	66.3%	39.1%	33.1%
Weekend	5.278	73.6%	45.8%	32.6%

That makes sense. Fewer emails are being sent, so competition is lower, and it's safe to assume recipients have more time to read their emails when they're at home and away from their desks.

Yesware also found that emails sent early in the morning (between 6 a.m. and 7 a.m.) and in the evening (around 8 p.m.) saw the highest response rate.

That makes sense, too. A lot of entrepreneurs and decision makers start their day early and begin by sorting through their inbox (I certainly do).

8 p.m., on the other hand, is the time when most of us have eaten dinner and settled down for the evening. We're generally in a relaxed, receptive mood – not to mention the fact that fewer emails come through at this time, so competition for our attention is low.

Of course, the trouble with this data is that we all behave differently.

Yesware found email open and reply rates to be highest on the weekend, but data from MailChimp showed otherwise.

EMAILS OPEN BY DAY OF WEEK
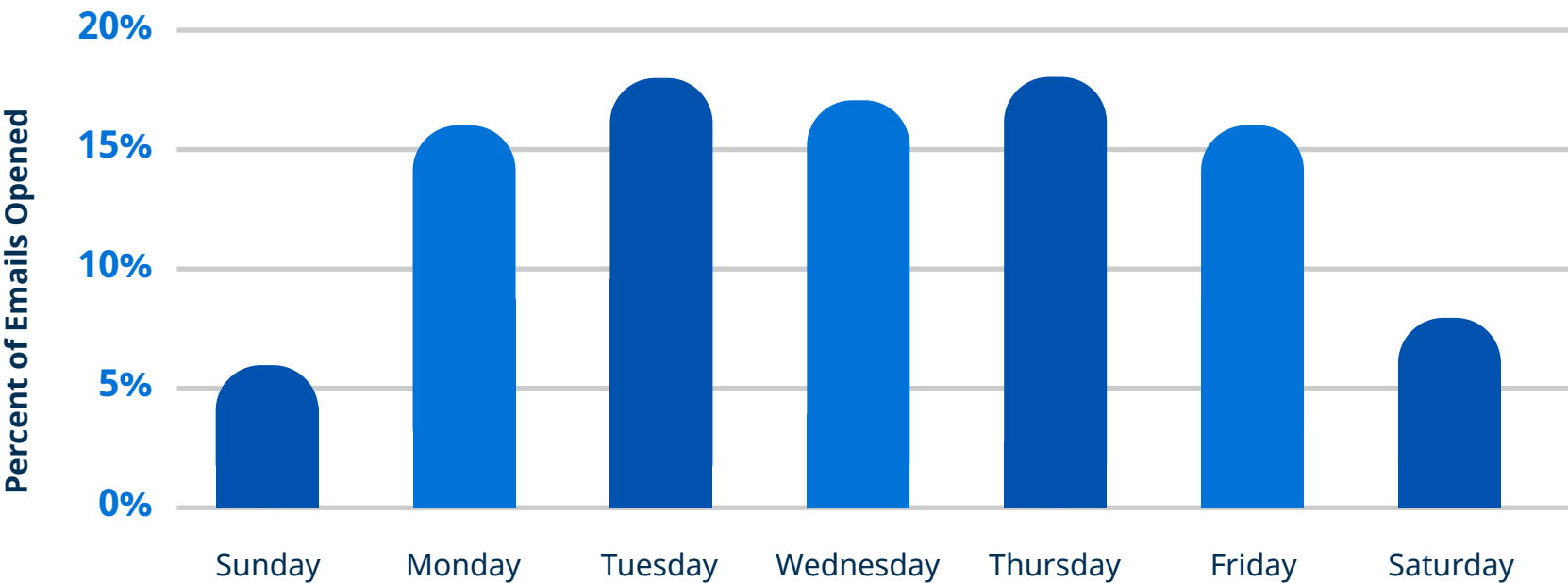
It seems cliche to say "figure out what works best for you," especially with something as variable as an outreach sales campaign – but it's the best advice I can give.

Look at the data available to you, and make your own decisions based on that, plus what you know about your prospects.

And don't forget to consider the timing of your follow-up emails.

Aim to send them out at a different time and on a different day than your original email (and any other emails you might have already sent). You can never be sure what time's best to contact someone (unless, of course, they've told you) but by varying when you send your emails, you can boost your odds of reaching people at the right time.

AND A FINAL TIP
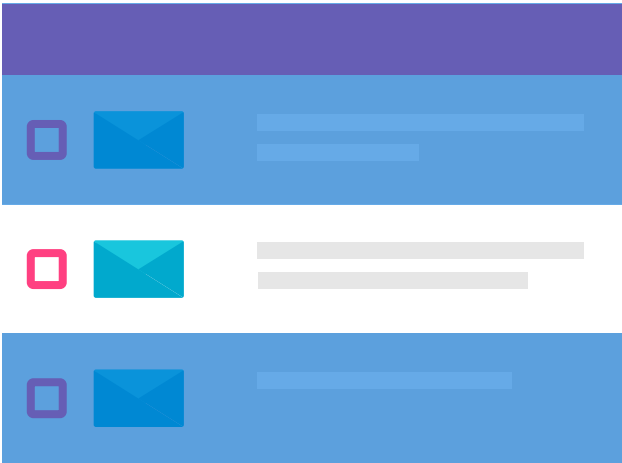
Pay close attention to the subject lines of cold emails that arrive in *your* inbox. Note the ones that entice you to click "open" (and those that don't) and what it is about those subject lines that influenced you either way.

CHAPTER 5

HOW TO BOOST REPLIES

Contently co-founder Shane Snow's email [experiment](#) resulted in a pretty decent *open rate* of 45.5%.

But what do you think their *reply rate* was?

Out of 707 emails (they originally sent 1000 but 293 bounced), they got 12 replies.

That equates to a *reply rate* of just 1.7%.

This was the email they sent:

Hi [Exec's First Name],

I'm doing a study on cold emails and want to ask if you could share some thoughts on what differentiates an effective cold email from a bad one?

Your insight will contribute to research I'm conducting to help a lot of people get better at email, which will make the world a little better for us all.

Best,

Jon

What do you think went wrong?
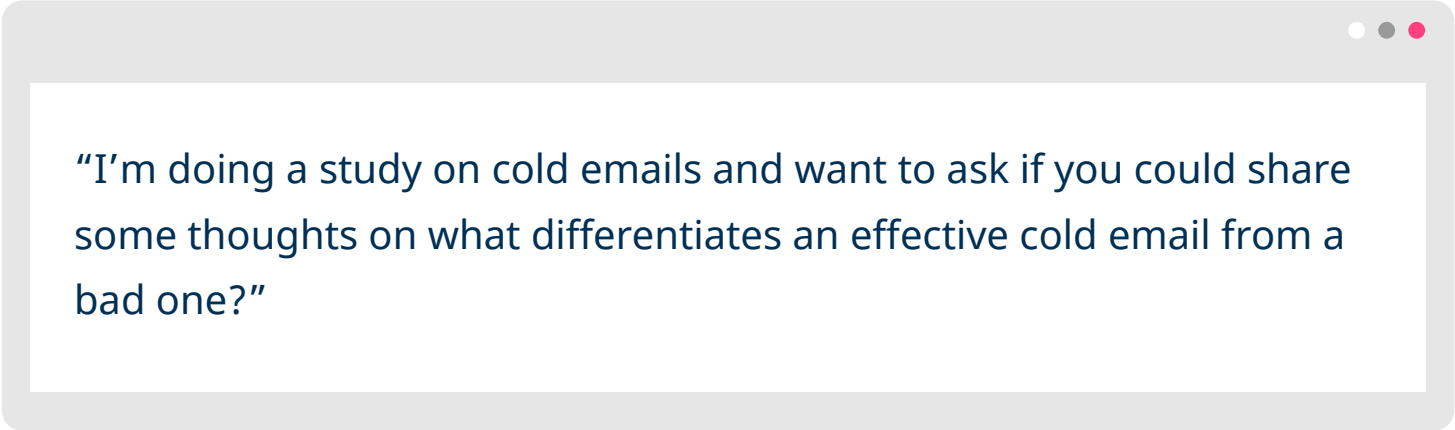
Three things stand out to me.

1 **Lack of personalization**

This is an obvious slip-up (although Shane admits personalization was lacking on account of the high send rate).

2 **Phrasing**

For me, the biggest failure in this email is the way the "ask" is phrased.

"I'm doing a study on cold emails and want to ask if you could share some thoughts on what differentiates an effective cold email from a bad one?"

"Share some thoughts" is very non-specific. It offers very little guidance for the recipient. More importantly it makes responding sound like a lot of effort.

3 **Lack of incentive**

The email doesn't mention what's in it for the recipient if they *do* reply. This might not be a sales email, but the same rule applies: be crystal clear about what's in it for them if they get back to you.

Let's have a look at how approaching this email differently – and outreach emails in general – could have boosted replies.

PERSONALIZE

Yes, I said it again. It's best practice to personalize your outreach emails. But why?

Because it boosts replies. Why does it do that?

Primarily because, when we receive an email that appears to have been written just for us, it feels almost *rude* not to reply. It's that reciprocation rule again. Someone has gone out of their way to contact us so we feel obligated to repay them by replying – even if it's only to say "Thank you, but I'm not interested."

Does that mean personalization will work every time?

Of course not. But there's no doubt it helps.
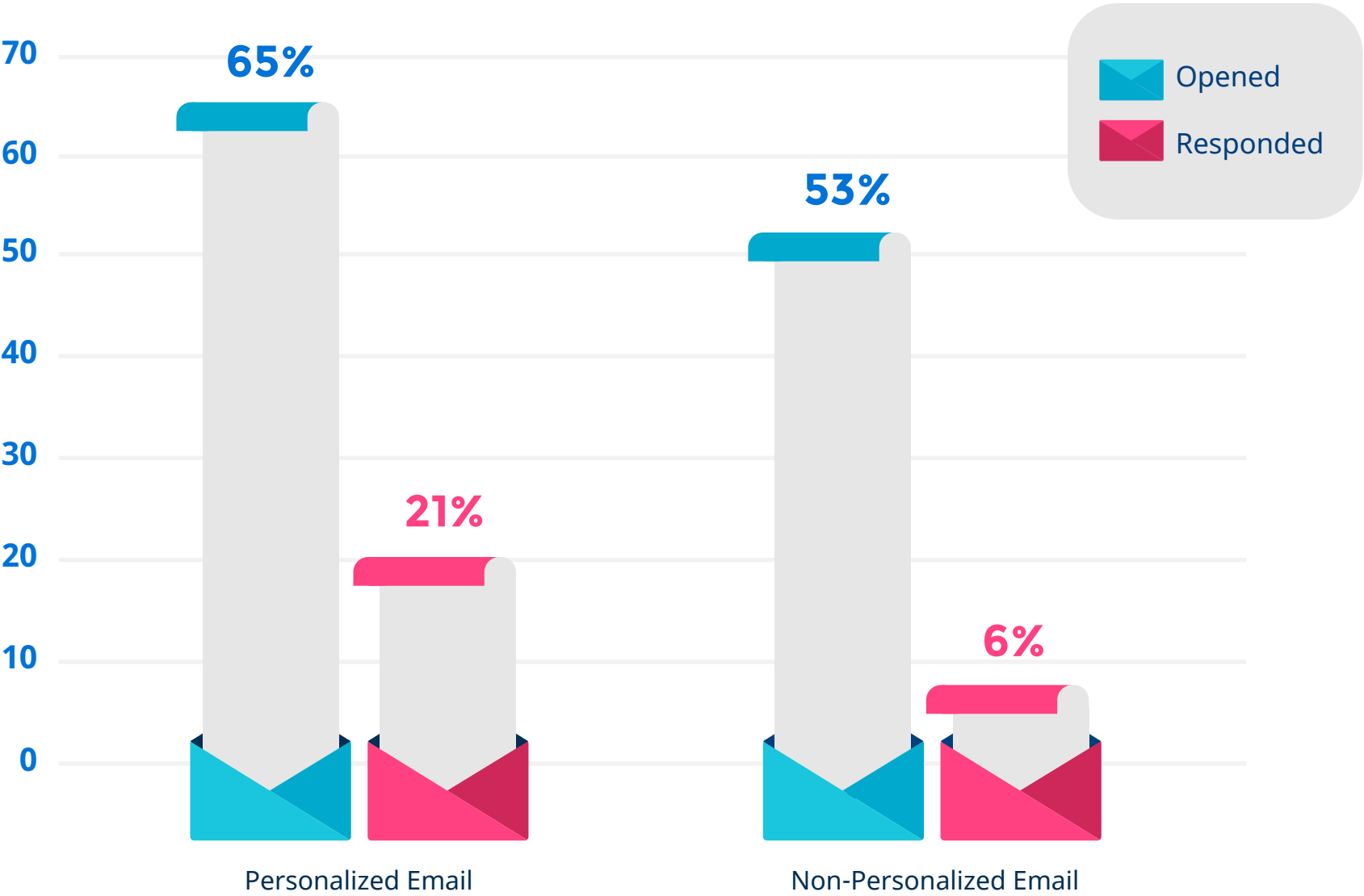
MAKE IT EASY TO REPLY

Just above we saw how a vague call-to-action that simultaneously asks a lot of your recipients can slaughter your reply rates.

Want more replies?

Make it as pain-free as possible for your recipients to respond.

How do you do that?

By asking a direct question that's easy to answer.

Don't say "I'd love to hear your thoughts" or "I'd value your feedback on this proposal." Say "Could this help you?" or "Is this something you would like to hear more about?"

If your goal is to arrange a meeting, either face-to-face or over the phone, don't let your recipient choose the date and time. That takes effort on their part – effort that they might not be willing to put in.

If *you* suggest a date and time, all your prospect has to do is say "yes" or "no."

If you're worried about killing a lead by suggesting the wrong date and time, don't be. If your prospect is actually interested, but unavailable at the time you suggest, they'll say so.

INCENTIVIZE A REPLY

No, I don't mean promising to send your prospect sweets or chocolates if they reply – just make sure they know what's in it for them if they do.

Maybe your service has saved a company similar to theirs X dollars a month. Perhaps your product cuts the legwork involved in a key task that your prospect's business performs in half.
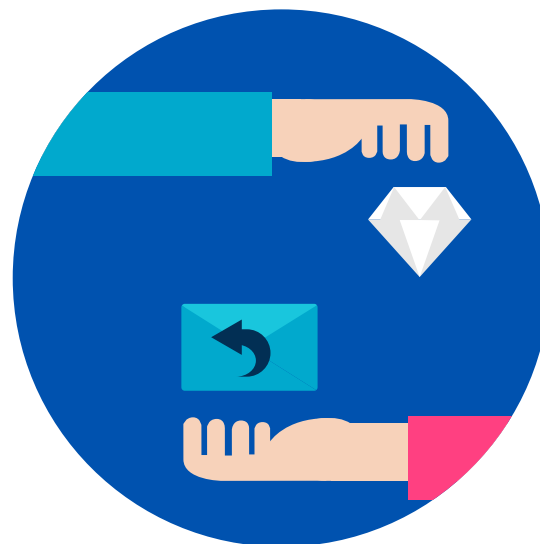
In the example above, all Shane needed to do to incentivize replies was to promise to link to anyone who replied with information he used in the resulting study.

If you're emailing prospects with something of value, adding incentive should be simple. You just need to outline specifically what's in it for them.

USE POWER WORDS

All words are not created equal – far from it. Some words have been shown to be far more powerful, i.e. far more effective than others at persuading people to convert (which in this case, is replying to your email).

According to Buffer, the five most persuasive words in the English language are:

- ▶ You
- ▶ Because
- ▶ New
- ▶ Free
- ▶ Instantly

mailshake

EMAIL OUTREACH PLAYBOOK

...while "The Father of Advertising," David Ogilvy, proclaimed the 20 most persuasive words to be:

▶ Suddenly   ▶ Easy

▶ Now   ▶ Miracle

▶ Announcing   ▶ Magic

▶ Introducing   ▶ Offer

▶ Improvement   ▶ Quick

▶ Amazing   ▶ Wanted

▶ Sensational   ▶ Challenge

▶ Remarkable   ▶ Compare

▶ Revolutionary   ▶ Bargain

▶ Startling   ▶ Hurry

Yesware also wrote an interesting post about power words and how small changes to your phrasing can make a big difference.

Instead of saying:

> "Let me tell you what you could accomplish with our product."

...spark your recipient's imagination by saying:

> "Imagine what you could accomplish with our product."

Don't say:

> "Does that make sense?"

It implies you think your recipient isn't smart enough to understand your email or that you lack confidence in your ability to explain yourself. Instead say:

> "How does that sound to you?"

And instead of talking about "price" talk about "value."

You can read the full post here.

INCLUDE IMAGES

Research by Buffer found that tweets with images saw clicks increase by 18% and retweets by 150%.

TWEETS WITH IMAGES RECEIVED 18% MORE CLICKS THAN THOSE WITHOUT
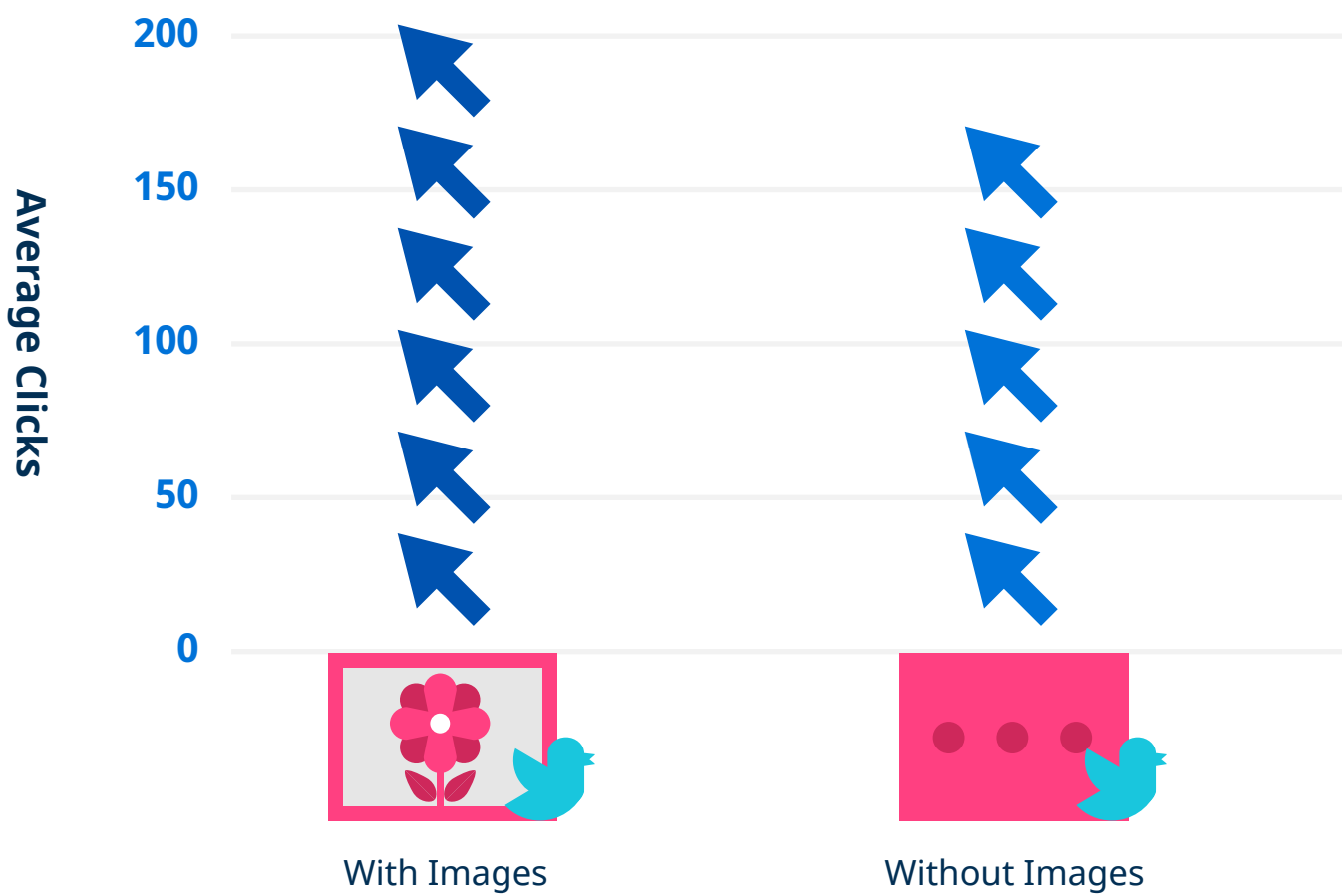
Could including an image have a similar impact on outreach emails?

I think there's a strong possibility it could.

Use them to illustrate a point or provide evidence of a claim, but limit it to one. Too many images could serve as a distraction or create an unnecessarily long email (don't make your recipients scroll more than necessary!)

CHAPTER 6

ANATOMY OF A GREAT OUTREACH EMAIL

As we saw at the start of this playbook, there are a number of best practices that when followed, will help you send better emails that get more responses.

That means there's a formula to writing a great outreach email. Let's see what it is.

Careers pg + working together

Hi Alex,

I noticed on your careers page that you're hiring Sales Development Reps who diligently keep track of their activity in Salesforce.

Would love a few minutes to discuss how Yesware removes this burden.

Yesware helps clients like Acquia, Zenefits, and New Relic to aggregate & automatically sync activity data to Salesforce to:
- Reduce manual Salesforce entry by 1hr/rep/day
- Cut activities per win in half
- Increase booked meetings by 10-15%

Would you be open to a call next week to see how we could help your team?

☑ Track   Remind ▲   ☑ CRM   Templates ▲

Send   🕐 Later ▲

The above example is from Yesware. I've picked it because it's a pretty standard, formulaic email that ticks all the boxes, which are:

1. Address recipients by name.

2. Highlight a pain point of the recipient and at the same time, personalize the email to their situation.

3. State the reason for the email.

4. Provide evidence that the sender can help the recipient.

5. Wrap up with a clear call to action that can be answered with a simple "yes" or "no."

CHAPTER 7

TEMPLATES

I'd encourage everyone to write their own templates from scratch, using a formula like the one above.

If you'd rather use templates others have tried and know work, take your pick from the following (just be sure to edit them appropriately to fit your own campaign and reflect your personality).
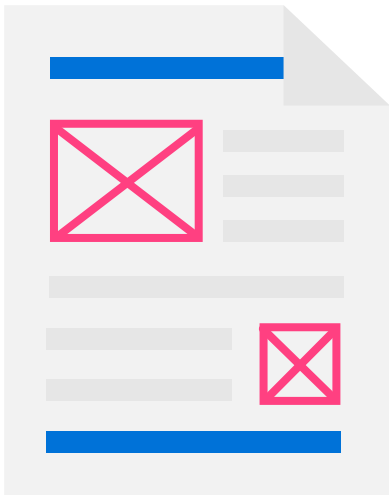
COLD OUTREACH TEMPLATES

Hi [PROSPECT'S NAME],

My name is [YOUR NAME] and I'm a [YOUR ROLE] at [YOUR COMPANY]. We [SUMMARIZE WHAT YOU DO FOR YOUR CUSTOMERS].

I wanted to learn how you currently handle [SERVICE YOU CAN HELP WITH] and show you what we're working on.

Are you available for a quick call tomorrow afternoon?

Source

Hey [PROSPECT'S NAME],

I hope this email finds you well! I wanted to reach out because [EXPLAIN HOW YOU GOT THEIR CONTACT INFORMATION AND HOW YOU RELATE TO THEM: TALKED TO A COLLEAGUE, SAW YOUR COMPANY ONLINE ETC.].

[YOUR COMPANY NAME] has a new platform that will help (your team at) [NAME OF PROSPECT'S COMPANY]. [ONE SENTENCE PITCH OF BENEFITS]. We do this by:

- ▶ Benefit/feature 1

- ▶ Benefit/feature 2

- ▶ Benefit/feature 3 (optional)

Let's explore how [NAME OF YOUR SOFTWARE] can specifically help your business. Are you available for a quick call [TIME AND DATE]?

Source

Hello [CONTACT.FIRSTNAME],

I have an idea that I can explain in 10 minutes that can get [COMPANY] [HIGH LEVEL BENEFIT].

I recently used this idea to help our client [COMPETITOR] [RESULT].

[CONTACT.FIRSTNAME], let's schedule a 10 minute call so I can explain. When works best for you?

Hey [PROSPECT'S NAME],

Just ran across your website and noticed you were using [NAME OF COMPETITOR'S PRODUCT].

How are you liking it?

I run a [DESCRIPTION OF YOUR PRODUCT]. It's just like [NAME OF COMPETITOR'S PRODUCT] but [USP OF YOUR PRODUCT].

If you're up for it, I would love to jump on a quick call with you and get your opinion on how we could make [NAME OF YOUR PRODUCT] better (and see if it would make sense for us to work together).

Would [TIME AND DATE] be good for you?

(If not, I'm flexible, just let me know)

Source

[CONTACT'S NAME],

In working with other [INSERT INDUSTRY OR POSITION], one of the key issues they're struggling with is [INSERT KEY ISSUE].

This past year we helped numerous companies to [INSERT BUSINESS DRIVER], resulting [MONEY SAVED, REVENUE ADDED, PRODUCTIVITY INCREASES].

If this is something you're challenged with too, let's set up a quick call. I have some ideas that might help.

Hey [FIRST NAME],

I hope this email finds you well! I wanted to reach out because [explain how we got their contact information and how we relate to them: talked to a colleague, saw your company online, etc.].

[COMPANY NAME] has a new platform that will help (your team at) [RECIPIENT'S COMPANY NAME]. [One sentence pitch of benefits]. We do this by:

▶ Benefit/feature 1

▶ Benefit/feature 2

▶ Benefit/feature 3 (optional)

Let's explore how [SOFTWARE NAME] can specifically help your business. Are you available for a quick call [TIME AND DATE]?

Hi [PROSPECT'S NAME],

I have an idea I can explain in 10 minutes that can help [PROSPECT'S COMPANY NAME] get its next 100 customers.

I recently used this idea to help our client [NAME OF CLIENT YOU'VE HELPED + WHAT YOU HELPED THEM ACHIEVE].

[PROSPECT'S NAME], let's schedule a quick 10-minute call so I can share the idea with you. How's [TIME AND DATE] for you?

Source

Hi [CONTACT.FIRSTNAME],

My name is [NAME] and I'm with [YOUR COMPANY NAME], a [WHAT YOU DO]. We've worked with venture backed startups to Fortune 500 companies like [VANITY CUSTOMERS].

We take a different approach to growing companies and aren't like other [COMPANIES IN YOUR NICHE]. We move quickly and if we don't think we can kick butt for you, we'll be upfront about it.

Are you free for a chat [TIME OPTIONS] about [FIELD]?

Hello [NAME],

I have an idea that I can explain in 10 minutes that can get [COMPANY] it's next [100 best clients].

I recently used this idea to help our client [COMPETITOR] almost triple their monthly run rate.

[NAME], Let's schedule a 10 minute call so I can explain. When works best for you?

FOLLOW UP TO A CONVERSATION

Hi [PROSPECT'S NAME],

I really enjoyed our phone conversation [OR MEETING] earlier today and especially liked learning about your unique role at [COMPANY NAME]. I understand the challenges you are facing with [CHALLENGES DISCUSSED] and the impact they are having on [INSERT PERSONAL IMPACT].

As promised, I have attached [OR LINKED TO] the resources and materials that can help you better understand how we can help you solve [REASON TO BUY].

Please let me know if you have any questions. Otherwise, I look forward to talking with you again on [TIME AND DATE].

Source

Hi [PROSPECT'S NAME],

I'm sorry we haven't been able to connect. Last time we spoke, you seemed very interested in boosting your sales productivity [OBJECTIVE]. Again, I know how hectic things can get at work and with family. I would be available for a call during weekends or before or after work hours if that's easier for you. I don't mean to bug you, but I do want to help you manage your team so you can exceed your sales goals [OBJECTIVE].

Source

FOLLOW UP TO NO RESPONSE

Recipients

Next Step?

[PROSPECT'S NAME], I'm writing to follow up. I'm not sure what our next step is.

Let me know what makes sense as a next step, if any?

Thanks for your input.

Source

NOTE:
Ensure the recipient can view the chain of previous emails by replying to your last email.

mailshake

INBOUND LEAD FROM CONTENT

[Hi [CONTACT.FIRSTNAME],

You recently visited our website and downloaded << INSERT CONTENT PIECE >>. Did you download the piece just to learn more about << TOPIC OF CONTENT PIECE >>? Or, are you looking for a cost-effective solution to << TOPIC OF CONTENT PIECE >>?
I actually did some research on {!Lead.Company} and have the following tips:

- << INSERT TIP >>
- << INSERT TIP >>

Have you thought of doing this?

Hi [CONTACT.FIRSTNAME],

You recently visited our << INSERT WEB PAGE OR BLOG POST >>.
I thought I'd quickly check-in and ask if you found what you were looking for? I also have additional resources for you:

- << LINK TO HELPFUL RESOURCE >>
- << LINK TO HELPFUL RESOURCE >>

I've actually looked at your company and am happy to share how you compare to the industry benchmarks we've seen out there. Do you want to talk tomorrow at << INSERT 2 TIMES YOU'RE AVAILABLE >>?

FOLLOWING REPEAT VISITS TO SITE

Hi [CONTACT.FIRSTNAME],

You and a number of your colleagues at [Lead.Company] have visited our website and << INSERT ACTION ON SITE >>.

I was wondering whether they were trying to figure out how you might << YOUR BUSINESS SOLUTION HERE >>? So, I did some research and found some areas of opportunity for you.

One idea I have is to << INSERT SUGGESTION FROM RESEARCH >>.
With the number of people researching our company, would it make sense to talk for 10 minutes?

FINAL TRY

Recipients

Permission to close your file?

[PROSPECT'S NAME],

We are in the process of closing files for the month. Typically when I haven't heard back from someone it either means they're really busy or aren't interested. If you aren't interested, do I have permission to close your file?

If you're still interested, what do you recommend as a next step?

Source

Recipients

Giving it one last try

In the rare opportunities I have to work on client acquisition, I have not had much success reconnecting with you. It might just be that you don't have any interest in talking with me – and that's okay. I just need to know whether or not to keep trying. So, to make this nice and easy for you, you can reply with a simple keystroke. Just reply with either A, B, C, D, or E and I'll know what to do, but please do reply so that I can stop emailing you if you're not interested.

A. Stop emailing me with attempts to connect but continue to send invites for events.

B. Don't send me anything, remove me from your list. We don't currently and won't ever need your help.

C. I want to talk, we need some help, but the timing isn't right. Keep trying.

D. I would like to schedule a time to talk. We need some help. Please send your calendar link.

E. I forgot who you are. What's this about?

Thank you.

Source

CHAPTER 8

EXTRA RESOURCES

Want to know more? No problem. Here are some excellent articles that dive further into how to write awesome outreach emails that get results.

[What Is the Best Opening Line You've Ever Received from a Cold Sales Email?](#)

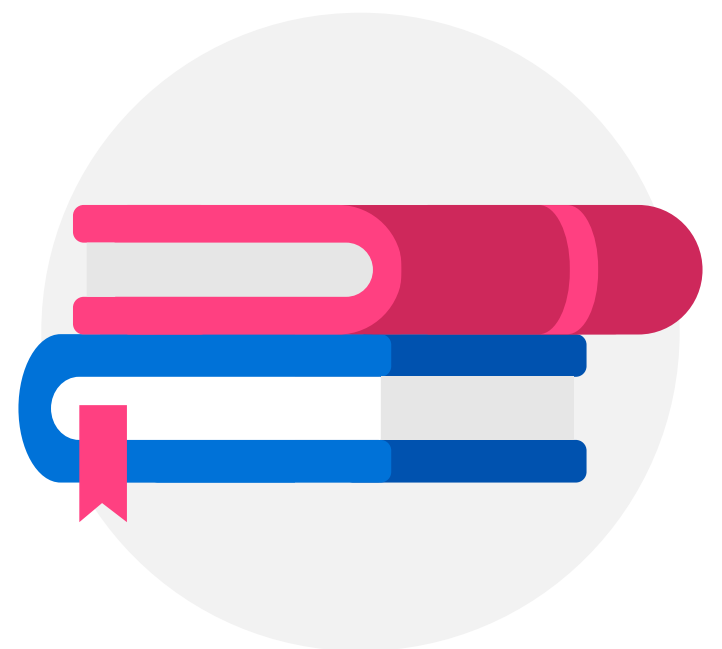[I Analyzed 147 Cold Sales Emails And 93.9% Of Them Sucked](#)

[How I Wrote a Cold Email that Got 50% Reply Rate](#)

[7 Sanity Checks for Sending Cold Email](#)

[How to Craft the Perfect Outreach Email](#)

[101 Sales Email Templates You Can Use to Close More Deals](#)

[The 3 Cold Email Templates Every Marketers Should Use](#)

CHECKLIST AND TAKEAWAYS

BEST PRACTICES

Find the best person to contact
You won't get far if the people you email don't have the authority to act on it.

Know who you're emailing
Do a little bit of digging to find out what sort of language your recipient is likely to respond to best. Pay extra attention to how busy they tend to be, and consequently, how much time they're likely to have to respond to your email.

Reach out to your recipients *before* you email them
You want to be in a position where they recognize your name when they receive your message.

Use templates (that don't sound like templates)
You're busy; it's fine to use templates – just choose templates that sound as natural as possible. Ideally, write your own. If you use an existing template, make sure to inject some of your own personality into it.
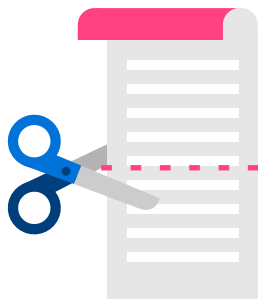
Keep it brief

Great outreach emails are short and succinct. Only include information that is absolutely necessary for the recipient to know.

Be natural

Write like yourself. Just because you're writing a sales email doesn't mean you need to fall into the trap of sounding like a sales robot.

Be honest

Compliment your recipient, but *only* if it's genuine. People that receive a lot of email pitches will be able to see through the fakery (and they won't appreciate it).

Keep it about the recipient

the people you're emailing don't care about your company's achievements; they only care about what you do can help *them*.

Include a call-to-action

Wrap up your emails by telling your prospect exactly what you'd like to happen next.

Always proofread

Small mistakes can make a big difference in how a recipient perceives you. Always double check for names, spelling, and grammar.

mailshake

Don't include attachments

They can make emails bounce, and are unlikely to be opened anyway.

Don't ignore bounced emails

Double check that the email address is correct, find someone else to contact, or try again later, instead.
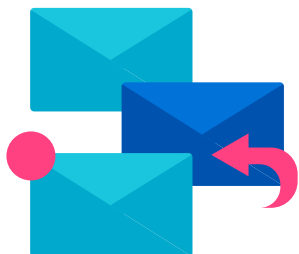
Always follow up

It takes an average of five follow ups to close a sale. Enough said.

Don't buy email lists

they're a waste of time. Make your own.

OUTREACH GONE WRONG
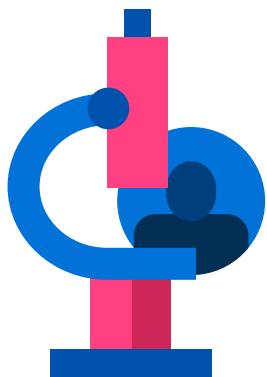
Research your recipient

You should at an absolute minimum know their name, the name of their company, and what their company does. Use this information to personalize all emails (again, this is the minimum amount of personalization you should aim for).

Don't blabber

State how you can help your recipient, but do it quickly. Save the detail for proposals.

Stay relevant

Ask yourself whether all the information in your emails is something your recipient will actually care about. Be honest with yourself. If the answer's no, get rid of it.

Keep it simple

Don't mess around with fancy fonts and layouts – it's a dead giveaway that your emails are templated.

OUTREACH GONE RIGHT

Establish common ground with the recipient

and do it quickly. It's a great ice-breaker and encourages your prospect to trust you.

Leverage the law of reciprocation

Highlight how you've already done your prospect a favor and they should feel compelled to return it.

If you really want to work with someone, go above and beyond

Craft an email that is completely personalized to them and shows why you would work together so well.

☐ **Personalize by stating how your product can help your recipient**
Great personalization goes way beyond names. Don't explain how your product or service helps businesses generally – explain how it helps solve each prospect's unique pain points.

HOW TO BOOST OPEN RATES

☐ **Write subject lines that:**

▶ Create curiosity

▶ Are personalized

▶ Are between six and ten words

☐ **Time your emails carefully**
weekends have been shown to result in higher open and response rates, as have early mornings (between 6 a.m. and 7 a.m.) and evenings (around 8 p.m.). That said, conflicting studies exist, so take the time to work out what gets the best results for you.

HOW TO BOOST REPLIES

☐ **Personalize**
If your recipient thinks you've gone out of your way to contact them, they're more likely to feel obligated to reply.

☐ **Make replying feel effortless**
Your call-to-action should be a direct question that's easy to answer.

☐ **Incentivize replies**
Ensure your prospects know what's in it for them if they get back to you.

☐ **Use power words**
such as:

▶ You   ▶ Instantly

▶ Free   ▶ New

▶ Because

☐ **Include images**
but a maximum of one per email. Use them to illustrate a point or provide evidence of a claim.

ANATOMY OF A GREAT OUTREACH EMAIL

☐ Address recipients by name

☐ Highlight a pain point that you know troubles the recipient (and that you can help solve)

☐ State the reason for your email

☐ Provide evidence you're able to help your recipient

☐ Wrap up with a clear CTA