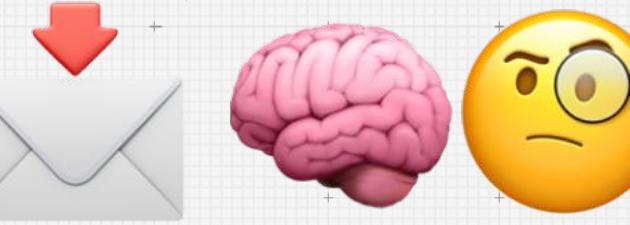


100xEngineers

Cold Outreach & Lead Gen

Zahed Khan



The psychology behind crafting emails that get opened and responded to

The secret to writing good emails is focusing on **visibility and readability**. How can you make your emails searchable in an ocean of noise.

The best mail is easy to find and easy to read. Keep it simple, concise and to the point in your first mail.

The best template to get started with is:

Hey (First Name),

Introduction in one line

This is what we do and this is how we stand out. This is who we have already worked with.

We want to help you with this. Let's talk more if this sounds interesting!

Best,
Your name
Position

(Small e-signature image)

Following up is important, especially in cold emails.

A simple **4 email thread** is a great way to send frequent concise mails to communicate value.

2nd Mail

**Communicate your unique
process / a USP that stands out**

3rd Mail

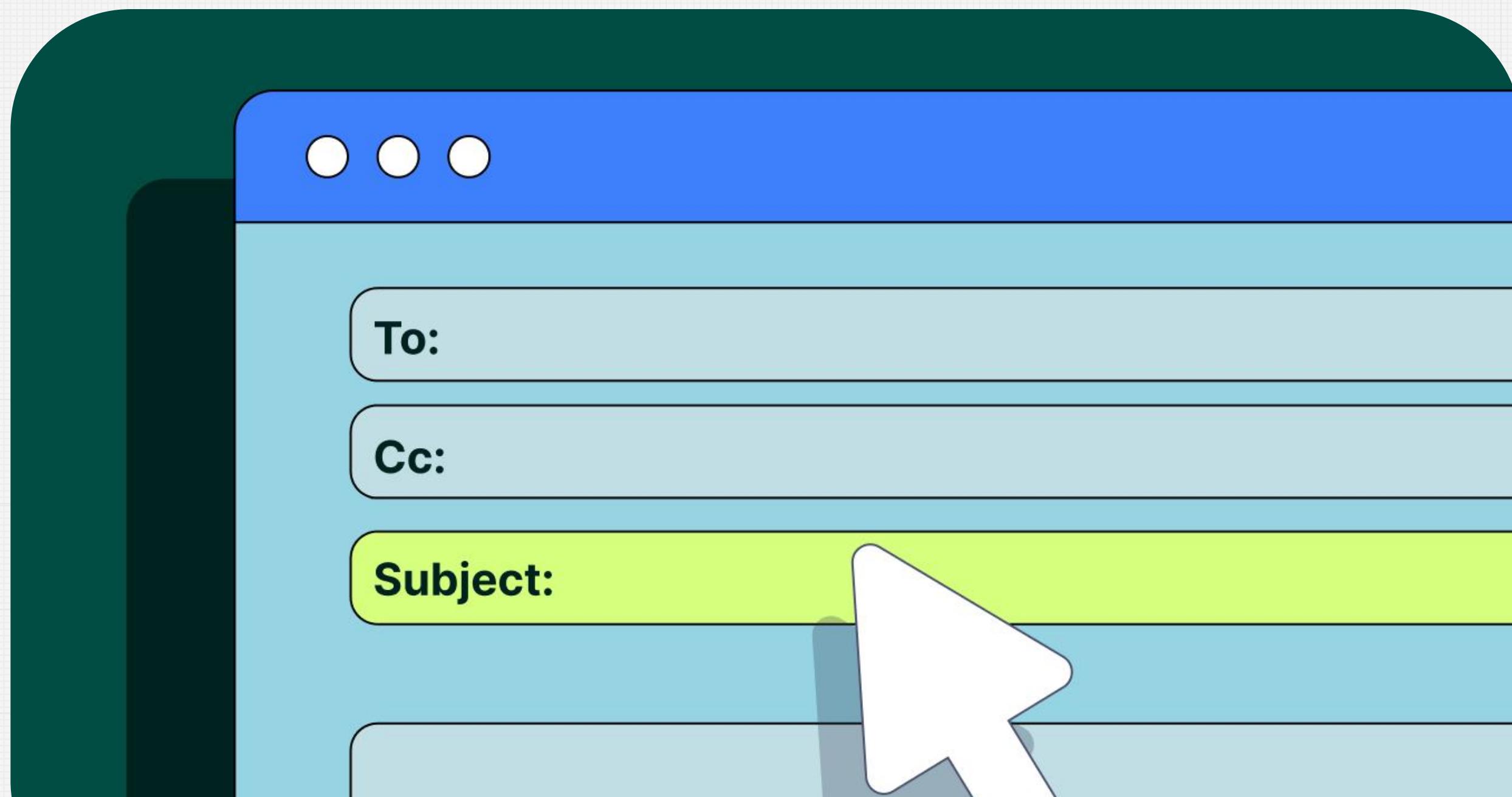
**Talk about a specific project with stats on
how you have improved a customer's or
business's life / general outcomes of
your product or service**

4th Mail

**Reiterate your value and mention that
this is the last email you're sending and
get back in touch in the future.**

**The subject line is extremely important to increase open rate.
Because if people don't open emails, they will not read them
(simple enough)**

Good subject lines make the reader want to open the email



Example

- Don't just FOMO over AI
- Struggling with X?
- Can your team do X?
- Fire your engineers
- Bet your team can't do X
- We'll take care of your X anxiety
- I want to help you- thats literally it
- You're gonna wanna read this one
- We need to talk.

Subject lines are like good thumbnails

you don't want it to be a clickbait but also need to make it interesting enough to get a click.



What to avoid

- Sounding like a fan
- Being over confident or arrogant
- Sounding too generic or like a mass forwarded mail

+ Bonus +

- Being self aware can be interesting. Eg- in a subject line, ‘fire your engineer’ you could begin the mail with addressing the boldness of your subject line and then going into the meat of the content.
- Bold very few important phrases in your mail. Eg- the great companies you have already worked with, your USP etc
- Optimize your mail for scanning behavior. People read mails in an F shape. Two lines on top and scan down. Hence you want to capture the attention of the reader as quickly as possible. Do not waste time in writing- ‘Hope this mail finds you well’

Who to mail?

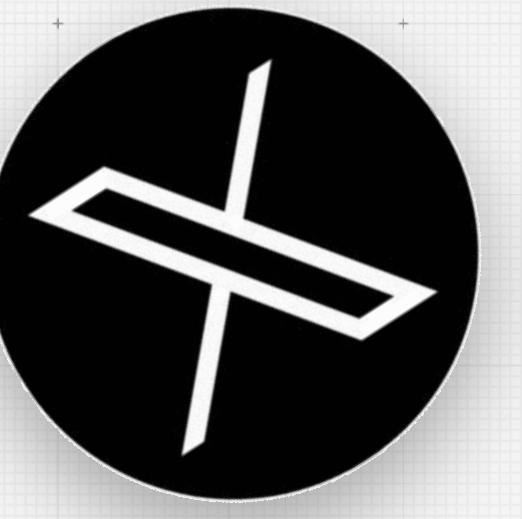
It's important that your mails are being read by **someone who actually gives a f*ck**.
Most people / employees in companies do not care enough.

So you want to **find and mail decision makers- usually CXOs, VPs, MDs**.

How to find the right people?

There are plenty of tools out there which help you scrape emails. Some tried and tested examples are Apollo, Signal Hire.

To find the right people you can use LinkedIn Sales Premium which offers you the ability to really narrow down on your selected demographic by searching extremely precise details of people's career information. Example- City: Bangalore, Industry: IT/D2C/FMCG/Manufacturing, Position: CXO, VP Marketing, Brand Manager, Year of experience: 5+ Years. Add additional info to narrow down.



Using Twitter/Linkedin



Given that these platforms are Social Networking platforms the tone is expected to be slightly friendly. But the main point remains the same. Make an impression quick, communicate value, don't afraid to be bold in a tasteful way.

CTA in mails

**Its important that you ask for one thing per mail. Either book a call on calendly,
download my brochure or respond between one of these options.**

Track Sales Progress

If you're serious about sales you need to track your outreach. Use a simple CRM to follow up with prospects. Its not difficult when the volume is low but it gets very hard to keep track once the number of people you're engaging with goes up. A CRM like Zoho or hubspot, using a board on Notion or simply an excel sheet will go a long way to help you track your funnel conversions, reminders for follow ups, dealflow pipeline, and generally figure out what is actually working for you.

The Pitch

If you've managed to get a prospect on call. You need to do a bunch of things with deliberation to have a successful Sales Call. People often forget the the point of the Sales Call is to sell; sounds obvious but 95% people do not take care of basic sales principles while going on a call to pitch.



Pricing

Pricing is an interesting problem to solve and it can largely depend on your stage of business, competition rates, cost of manpower. You can anchor your prices based on these factors. It's good practice to experiment with pricing especially in early stages of the business to figure out the sweet spot.

To get your first three clients:

You should price yourself conservatively because you're just trying to establish yourself in the market. People don't like paying out of their nose to non-established players. Think in the extremes- why does TCS quotes 10s of crores per project. Not because they will make the best product but because of reputation. Why do we expect college kids (although talented) to charge less- because what experience have they demonstrated in the past? We are taking a bet on them by giving them our work.

Competitive pricing

You can use this tactic when you're aware that the prospect is in talks with a similar agency / service provider. This is a quick method to stand out as a better option although you will need to make sure to communicate value very well because you don't want to come across as lower priced for low quality work. At the end of the day the rational customer chooses peace of mind over low cost.

Cost based pricing vs value based pricing:

As the name suggests, cost based pricing looks at your current overheads and spits out a price as a margin on top of your spends. While this pricing can feel logical and usually pushed for by an aggressive negotiator, it's almost never in favor of the seller. Simply because you don't want to be just another IT services agency playing on cost of labour. Value based pricing allows you to put charge according to how much ROI the customer receives on using your product or service. Eg- If your outfit generation automation tool saves the company 1cr, you should be able to charge them a significant % of this cost. After all you're saving them a crore, why should they care about your inputs. Your inputs might be the cost of 2 engineers working for 2 months at 75K. Just because it costs your 1.5L doesn't mean that your pricing needs to be $1.5L * X$. 20% of the cost saved is a fair justification of the price as long as you've managed to give them clear value of 1cr.

Time for questions!

That's all Folks!