

YouTube transcripts, summarize: When people come to me to run their cold 0:02 email, saying that it has not worked for 0:05 them in the past, it really only comes 0:06 from one of these four core mistakes 0:08 that I see business owners make without 0:10 even realizing that it affects their 0:12 cold email campaigns. So, in this video, 0:15 I'm going to bring those mistakes to 0:16 light and give the exact solution so no 0:18 one can say cold email does not work for 0:21 me. Now, the first mistake that I see 0:23 people make all the time when they are 0:25 running their cold email campaigns is 0:27 that they send all of their emails from 0:29 their main business domain. So, let me 0:31 ask you this. Where are you sending your 0:33 cold emails right now? Are you using 0:34 your primary main business domain or are 0:37 you setting up separate lookalike 0:38 domains to send cold emails from? And as 0:40 a follow-up question, it doesn't matter 0:42 how good your emails are. You can send 0:44 the best cold emails in the world, but 0:46 if you reach out to hundreds or 0:48 thousands of people in an unsolicited 0:50 manner, some of these people will report 0:52 your emails as spam, which again is 0:54 totally normal. But if you're doing this 0:55 at a rate of thousand emails per day, 0:57 and even 2% of these emails get flagged 1:00 as spam, then Google and Microsoft and 1:02 these trillion dollar companies with 1:04 engineers that make more money than you 1:06 and I do, they will look at your email 1:08 account and say, "This email is doing 1:10 spammy behavior." And this can cause 1:11 your entire website and domain to land 1:14 entirely in the spam folder, which is 1:16 not good. It means your client emails 1:19 could land in spam, your invoices could 1:21 start landing in spam, and your cold 1:23 emails that you are trying so 1:24 desperately to make sure that are seen 1:26 will also land in the spam folder. So to 1:29 give a rough example or analogy, I guess 1:31 to describe this situation, you had a 1:34 car. So let's pretend I know how to 1:35 drive a car here. And this is you happy 1:37 driving your car. Now, your car might be 1:40 able to go 150 mph, but you and me both 1:43 know that if you go 150 mph for long 1:46 enough, you're going to get pulled over. 1:47 So, instead, the speed limit might be 1:49 something like 50 mph. And so, while 1:52 your car can go 150 mph, you prefer to 1:54 go 50 mph so you don't lose your 1:57 license. The same thing is kind of true 1:58 with your email accounts. And so, what 2:00 I'm going to introduce to you is a 2:02 concept that I like to call horizontal 2:04 scaling. Humor me here. Let's say 2:06 instead of sending a hundred or a 2:07 thousand, let's just say 100 in this 2:09 case, 100 emails per day from one single 2:11 account, you might set up three email 2:13 accounts and each have them send 33 2:15 emails per day. Now, if you do 33 33 33, 2:19 I'm not a mathematician, but this is 2:20 roughly 100 emails. It's 99 emails 2:23 technically, but just humor me here. So, 2:24 instead of sending 100 emails from one 2:26 singular account, you send 33 from three 2:29 different accounts. Or in reality, what 2:31 we do for our customers is we might set 2:33 up 50 different email accounts and each 2:35 send 20 emails per day, which then 2:37 allows us to send about 1,000 emails per 2:39 day. Now, the question is, why would you 2:41 want to do this? It's the same reason 2:42 why you don't drive your car 150 mph. 2:44 Because while your car can technically 2:46 go 150 mph, the people that govern all 2:49 the rules here are not very happy if you 2:51 do that. Same thing is true with cold 2:52 email. Yes, you can send, you know, 30, 2:55 100, 1,000 emails per day from one of 2:57 your accounts, but if you do that long 2:58 enough, you're going to land in the spam 3:00 folder. And so, what we like to do 3:01 instead is set up multiple different 3:03 cars, each have them drive 20 mph, and 3:05 in essence, this allows you to send 3:08 1,000 cold emails per day. So, to make 3:10 this as tactical as possible for you, 3:12 you should use these rough numbers as a 3:14 general benchmark. So, I like to send 3:16 roughly 20 emails per day per email 3:18 account that I'm sending from. So, if 3:20 you, the viewer, want to send call at 3:22 5,000 emails per day, you

would divide 3:24 that by 20 emails per day per account, 3:26 and that would give you roughly 250 3:28 email accounts to send 5,000 emails per 3:31 day. Now, the additional follow-up 3:32 question you might be asking is, how do 3:34 you actually sequence these many email 3:36 accounts? Cuz that must be a nightmare. 3:38 But there are so many tools nowadays 3:39 like Smart Lead, like instantly that let 3:42 you upload hundreds of email accounts or 3:44 thousands of email accounts even, and 3:46 have them rotate in and out in one 3:48 central platform. So, it makes it super 3:50 easy for you. So, that is mistake number 3:52 one, email infrastructure. But even if 3:55 you nail your setup, this next mistake 3:57 I've seen ruin so many campaigns before 4:00 they even start, which brings me to 4:01 mistake number two, terrible list 4:04 targeting. Now, this mistake is one of 4:06 the ones that makes me so irritated for 4:08 two reasons, honestly. Number one, it's 4:10 very fixible. So, it's something that 4:12 you can actually go in and change a 4:14 couple things around pretty quickly and 4:15 fix it. And number two, it's because 4:17 most people misattribute their problem 4:19 to something else. They think that it's 4:21 their scripts when it's their list. They 4:23 think it's their infrastructure when 4:24 it's their list. And the list is one of 4:26 the most overlooked things that people 4:28 mess up. So, let me ask you this right 4:30 now. First question is, who exactly are 4:32 you reaching out to right now with your 4:34 cold emails? Now, I hope you watching 4:36 this video, if you're running cold email 4:37 campaigns, that you know the answer to 4:39 this question. Now, the follow-up 4:40 questions that I have here is number 4:42 one, how did you decide on that specific 4:44 audience? And number two, when was the 4:46 last time you looked at your best 4:48 customers and ask yourself, what do they 4:50 have in common? And then translate that 4:52 over to your targeting. Now, the reason 4:54 why I asked you those two or three 4:56 questions is conveniently because those 4:58 are some of the biggest problems that I 5:00 see people have is that number one, they 5:02 don't even know who they're targeting, 5:03 or number two, they think they have a 5:05 good idea of who they're targeting on 5:07 paper, but in reality, it's not the 5:08 people that actually want their product 5:10 or service. And a lot of times the 5:12 people that do want your products or 5:14 service are staring you right in the 5:15 face because they're your customers. And 5:17 you can find a lot of great criteria 5:19 just by looking at your customers 5:21 traits. Now before I go any further, I'm 5:23 just going to introduce you to a few 5:24 concepts here. The first concept is your 5:27 total addressable market, which I'm 5:29 going to refer to as your TAM. This 5:31 basically defines any potential person 5:34 that is capable of paying you money for 5:36 your service. So, if you are a 5:37 chiropractor, it's hopefully people that 5:40 have back problems, right? If they have 5:42 back problems, then they are likely a 5:44 person that can pay you money so that 5:46 you can hopefully fix them. Now, within 5:48 your total addressable market, there is 5:49 a smaller bucket, which I'm going to 5:51 refer to as your ideal client profile. 5:54 Now, your ideal client profile is the 5:56 people that have the higher likelihood 5:58 chance of paying you or being an ideal 6:00 customer. So, your total addressable 6:02 market, if you're a chiropractor, might 6:03 be anyone who has back problems. Now, 6:06 your ideal client profile might be 6:08 people that have a certain type of 6:09 insurance because that pays you out 6:11 better or people that have more money 6:13 because if they have more money, they're 6:15 more likely to be a reoccurring 6:16 customer. So, these are your ideal 6:18 people. So, you have your total 6:19 addressable market, everyone you can 6:21 possibly serve. Then within that, 6:22 there's your ideal client profile, which 6:24 is the ideal person you want to be 6:25 helping. And then within your ideal 6:27 client profile, there are segments. And 6:29 so, I'm just going to chop this up into 6:31 a bunch of different segments here. So, 6:32 pretend I can draw this symmetrically. 6:34 Now, these segments are all kinds of 6:36 different subtypes of

people in your 6:38 ideal client profile. So, you might have 6:40 people that are 60 plus years old. You 6:42 might have people that live in New York 6:45 City. You might have people I'm going to 6:47 use the chiropractor example, people 6:49 that got in a car accident. And you get 6:51 the point here. So, within the ideal 6:53 client profile, people that have back 6:54 problems with a specific type of 6:56 insurance and have money, then there's 6:58 all kinds of different subpersonas 6:59 within them. Now, this is the exact same 7:02 approach you should take whenever you're 7:03 creating your cold email campaigns. What 7:05 most people do is that they just look at 7:07 their total addressable market, which is 7:09 anyone that has a back issue, and then 7:11 they just blast a bunch of emails out to 7:12 them. Now, you watching this video are 7:14 likely selling B2B. So, you're selling 7:16 to other businesses. So, this 7:17 chiropractor example might not be the 7:19 perfect example. You might reach out to 7:21 every business because every business 7:23 technically needs IT services. Now, the 7:25 reality is is that within those types of 7:28 businesses, there's more ideal types of 7:30 businesses. And within those more ideal 7:32 types of businesses, there's all kinds 7:33 of different personas that if you were 7:35 to just say, "Hey, people that have 7:37 money, do you want IT services?" That's 7:39 not going to convert as well as saying, 7:41 "Hey, Johnny, I saw you're an accounting 7:43 service. Do you need IT services to make 7:46 sure that you are keeping your client's 7:47 data secure?" So it's fundamentally the 7:50 same type of offer but you are just 7:52 being more segmented and targeted with 7:55 your kind of list building approach 7:56 which lets you write a lot better email 7:59 scripts. Now to give another analogy 8:01 with my poor drawing here. Same idea 8:03 here you have your big giant ocean and 8:06 then within your ocean you have you know 8:08 fish that are tasty. So these are the 8:10 fish that you want to catch and then 8:11 fish tasty. Within these fish that are 8:13 tasty you have your salmon, you have 8:15 your I'll just say catfish. You have 8:18 your trout, right? I'm not a fishing 8:20 person, but pretend you have all these 8:22 different types of segments. Now, you 8:24 probably understand that if you're 8:25 trying to fish to the salmon, you want 8:27 to use a different type of bait than if 8:29 you're trying to fish to the trout or 8:30 the catfish. Now, again, I don't fish, 8:32 so maybe someone watching this video is 8:33 a fisherman, and you're going to tell me 8:34 that I'm wrong, but you get the point. 8:36 You have this whole ocean. What the 8:38 first mistake I see people try and make 8:39 is they just fish the whole ocean. But 8:41 even the people that are smart enough to 8:43 fish for the right type of people, they 8:45 then aren't going as granular as trying 8:47 to find all the different subtypes of 8:48 markets that there are and then having 8:50 very specific scripts that tie along 8:53 with their list. In short, if you scrape 8:55 a really good targeted list and you do 8:57 all the diligence of finding all the 8:59 different sub personas within your ideal 9:01 client profile, you're able to write a 9:03 lot better scripts which then allow you 9:06 to convert a lot more people. So again, 9:08 if you just try and speak to everyone or 9:09 you try and catch every fish in the 9:11 ocean, you're not going to catch very 9:12 many of them or you're not going to do 9:13 as nearly of a good job as if you had a 9:16 very targeted approach going into your 9:18 list building process. So now this begs 9:21 the question, Matt, this is a really 9:23 cool hypothetical. How do I actually 9:25 build my list? So what I would encourage 9:27 you, the viewer, to do is first of all 9:29 sit down and actually write down what 9:31 your ideal client profile looks like. So 9:33 this might be all the different job 9:34 titles of the people that you want to 9:36 reach out to. This might be the 9:38 locations of the companies. This might 9:41 be the industries. This might be the 9:43 revenue sizes. And on and on and on you 9:46 go. So I'm just going to use these 9:47 examples here. So maybe you want to 9:49 reach out to CEOs, owners, and chief 9:52 marketing officers. Then from here you 9:55 want to reach out to people in the USA. 9:56 And

you want to reach out to accounting 9:58 companies. And you want people that are 10:00 doing at least 1 million plus per year. 10:03 So, I just totally made this up. Now, 10:05 the reality is is what I would encourage 10:07 you, the viewer, to do is that whenever 10:09 you're building your ideal client 10:10 profile, you shouldn't be pulling this 10:11 out of a hat. If you have customers and 10:14 you have an established business, which 10:15 I hope most of you guys do, is that you 10:17 should just look at the customers that 10:20 are already paying you money and look at 10:21 what things all of your customers have 10:23 in common. So maybe you realize that you 10:25 have 20 customers under your service or 10:28 whatever right now and you notice that 10:29 18 out of the 20 people that paid you 10:31 money, it was the CEO that made the 10:33 decision. Well, that tells you that your 10:35 list should primarily be targeting CEOs. 10:38 Or maybe conversely, you look at your 10:39 customer base and you realize most of 10:41 the people making the decision are CMOs. 10:43 And in that case, you would weight more 10:45 of your targeting CMOs. Now, this 10:47 doesn't sound like rocket science, and 10:49 this might sound really simplistic, but 10:50 I'm just trying to drive the point home 10:52 because I see so many people, so many 10:54 businesses when they're sitting down and 10:56 they're going and they're paying 10:57 thousands or tens of thousands of 10:59 dollars for these data tools. They just 11:00 hop into these data tools, click a 11:02 couple titles, pulling it out of a hat, 11:04 and then they blast a bunch of emails 11:05 curious as to why nothing works. Because 11:08 when you look at the people that paid 11:09 you money, it is not the same set of 11:11 people that you are reaching out to. So 11:13 whenever you're building your ideal 11:14 client profile, if you are not starting 11:16 from scratch, like you have an 11:17 established business that has customers, 11:19 all you have to do is look at your 11:21 customers, look at their job titles, 11:23 look at their locations, look at their 11:24 industries, look at their revenue sizes, 11:26 and then you can use that as the basis 11:28 that you then plug into all these tools 11:30 like Apollo or Zoom Info or whatever 11:32 other tool that you have. And so now, 11:34 let's say that you have your ideal 11:36 client profile built out, which again, 11:37 for the sake of this video, I'm going to 11:39 keep it super simple as what I have in 11:41 front of you here. And let's say now you 11:43 are ready to build your list. What I 11:45 would say is slow down a second here and 11:47 segment out this list further. So like I 11:49 said earlier, you have your whole ocean. 11:51 We've decided which fish tastes the 11:53 best. But now whenever we go out to 11:54 fish, we're not just going to speak to 11:56 all these people the same way. Because 11:58 while you might not care if they're \$1 12:00 million a year, \$10 million a year, or 12:02 \$100 million per year, the messaging 12:04 that you might use to those different 12:05 avatars are completely different. And 12:07 the way that you might target these 12:09 people are also completely different. So 12:10 revenue size is one of those ways where 12:12 you might talk to someone differently. 12:13 Industry, let's say you want to reach 12:15 out to accounting firms and to doctors. 12:17 The way that you would present your 12:18 service to an accounting firm or a 12:20 doctor might be entirely different. So 12:21 after you determine your ideal client 12:23 profile, I'm just going to draw a box 12:25 here. Let's say this is your ideal 12:26 client profile. Then you want to create 12:28 all these different segments. So you 12:30 have segment one, segment two, segment 12:32 three, and then within these segments, 12:34 then you have all your different 12:35 scripts. So copy one, copy two, copy 12:37 three, and on and on and on and on. And 12:39 the reason why you want to do this is 12:40 again because the way you would talk to 12:42 an accountant might be different than 12:43 the way you talk to a doctor or the way 12:45 that you might talk to a CEO might be 12:47 different than the way you talk to a 12:48 director of marketing. So what I would 12:50 encourage let's just use this example 12:52 you might make one segment or one list

12:54 that is accounting firms accounting 12:56 firms and then let's say you are doing 12:59 people that have 10 employees to 100 13:01 employees. Now, the reason why I'm using 13:03 employee count instead of revenue is 13:05 because when you're using most of the 13:06 databases that are out there, a lot of 13:08 times the revenue filters aren't very 13:10 accurate. So, you might use employees 13:11 instead. So, you might have accounting 13:13 firms with 10 employees to 100 13:14 employees. And then you might have 13:15 accounting firms. I'm going to put AF 13:17 for accounting firm from 101 employees 13:19 to 500 employees. And then from 501 13:22 employees to, you know, a,000 plus 13:24 employees. Now, the reason why again 13:26 you'd want to segment all these out is 13:28 because from this segment of 10 to 100 13:30 employees, CEO might be the best 13:32 decision maker job title versus 100 to 13:34 500 or 500 to a,000, the CEO might be 13:37 completely inaccessible. And so, you're 13:39 going to want to use different messaging 13:41 and different targeting. Same idea on 13:43 the script writing side to a small 13:45 accounting firm. Whatever your solution 13:46 might be, might be completely 13:48 differently positioned than when you 13:49 reach out to a large accounting firm. So 13:51 in short to wrap everything up here that 13:53 I said in a nice neat bow whenever you 13:56 are building your list the first 13:57 framework that you want to be thinking 13:59 of is who are the people if they gave me 14:01 money I would take their money that's 14:02 your total addressable market then you 14:04 want to look at your best customers and 14:06 look at all the different criteria they 14:07 have and that is your ideal client 14:09 profile and then from there you want to 14:11 subdivide all the different persona 14:13 types in your ideal client profile out 14:15 and those are your segments and once you 14:16 have identified your segments those are 14:19 the lists that you scrape because Those 14:21 will be the different chunks that you're 14:22 going to write different campaign copy 14:24 to. All right, so you've fixed your 14:26 email infrastructure. You've fixed your 14:28 targeting. You're reaching the right 14:29 people. But if your emails sound like 14:31 this next mistake, then none of it 14:33 matters. Which brings me to mistake 14:35 number three, writing emails that sound 14:38 like infomercials. Now, this mistake is 14:40 another very, very, very common one that 14:43 I see with people that are actively 14:44 running cold email campaigns. And it 14:46 could be losing you a ton of deals. 14:48 Here's more specifically what I mean. 14:50 Number one, when you are writing a cold 14:52 email, are you thinking about one 14:54 specific person with one specific end 14:56 goal in mind? Are you writing it like 14:58 you're talking to everyone? And also, 15:00 does your script sound like something 15:01 that you'd say to a colleague or like 15:04 something you'd say if you're talking 15:05 directly to a person, or is it sound 15:07 more like an ad script or a piece of 15:09 content like I'm recording right now. 15:11 Now the reason why this matters and it's 15:13 important to nail your messaging with a 15:15 cold email is because cold email is a 15:17 onetoone channel not a one to many 15:19 channel. So more specifically what this 15:21 means is whenever I'm writing a cold 15:23 email it is coming from one person and 15:25 being sent to one other person. Even if 15:28 you're automating and sending it to 15:29 thousands of people you want to write it 15:31 as if it is being sent to one person and 15:33 the person receiving it should feel like 15:35 it is talking directly to them. Not a 15:37 oneto many channel like this video or 15:39 like an advertisement. When you're 15:40 watching this video, I'm not calling out 15:42 and saying, "Hey, John. Hey, Susie. Hey, 15:44 Mary. Hey, whatever." Because, you know, 15:46 you can look right below this video and 15:48 see how many people are watching this 15:50 video because it's a YouTube channel. 15:51 It's not an email. When you receive an 15:53 email, you're expecting it to be 15:54 directed towards you because it's an 15:56 email in your inbox, unlike a YouTube 15:58 video on your channel. So, there's a clear 16:01

difference in how you're supposed to 16:02 talk to people. And if you talk to 16:03 someone on a one-to-one channel like 16:06 email as if it's an ad script or a 16:08 YouTube video, then they're just going 16:09 to zone it out because you're sending 16:11 them an email in their inbox and they're 16:12 expecting it to be directly talking to 16:14 them. Now, more specifically, how is 16:16 this executed? A one-to-one email should 16:19 be talked to as if you're talking to 16:21 someone directly in person or if you're 16:23 knocking on their door, you're using 16:24 words like you. You're talking about 16:26 their pain points. You're calling out 16:28 their problems specific to them. 16:30 Ideally, you're personalizing specific 16:32 to them. So, as an example, I would say, 16:33 "Hey, Susie, I notice you are a 16:36 dentist." Instead of, "Hey, Susie, all 16:38 dentists are in the market right now 16:40 looking for this solution." You're 16:41 speaking directly to someone, calling 16:43 out stuff that's unique to them and 16:45 about them specifically. Now, when you 16:47 do this, it makes your emails feel 16:49 personal, even when they're sent at 16:51 scale. If I say, "Hey, I noticed this 16:53 thing about you." You are instantly 16:54 pulled in compared to me talking about 16:57 the state of the market or something 16:59 here and there or wherever. You want to 17:01 talk directly to the person about what 17:03 is unique to them and how you can help 17:05 them specifically. All right. And so to 17:07 drive the point home, I want to pull up 17:09 an example email here. Now, I just went 17:11 to my spam folder and pulled up the 17:13 first one that looked like the point 17:14 that I'm trying to make here. And again, 17:16 no shame to this person, but I'm just 17:18 going to read this email as an example. 17:19 Hi, Matthew, our CTO and X Skype 17:22 Microsoft engineer. Blah blah blah blah 17:23 blah. Speaks about strong execution. To 17:25 make this easy, reply with one of these 17:27 numbers. 1 2 3 4. If helpful, we can 17:30 also arrange a quick 15 minute discovery 17:32 call where we can share practical 17:33 options based on your situation. So, I 17:35 don't want to read this whole thing. You 17:36 can pause the video if you want. 17:38 However, the main thing that kind of 17:39 sticks out here was the mistake that I 17:41 mentioned earlier, which is this email 17:43 does not speak to me directly other than 17:45 calling out my name and sharing that our 17:48 CTO might share some options based on 17:50 your situation. There's no 17:51 personalization here. There's no 17:53 specificity. They didn't call out that I 17:54 run a marketing agency. They don't call 17:56 out that I'm doing cold email. There's 17:57 no real relevance here. And this email 18:00 just showed up in my inbox and this 18:01 guy's talking about himself, his 18:03 company, all the things that they do, 18:05 but not how it ties into me or not why I 18:08 should care about it. So, zooming all 18:09 the way out, this email basically just 18:11 showed up on my computer screen telling 18:13 me all about this guy's company, but 18:15 nothing about how it helps me. He can 18:17 actually improve my situation or showing 18:19 any indication that this wasn't just 18:21 mass blasted to 10,000 other people. And 18:24 so I'm going to show you a different 18:25 example of a different email that I 18:27 think hits this point home. All right. 18:28 So now to show an example that at least 18:30 I think is better. This was a cold email 18:32 campaign that we ran for ourselves about 18:35 2 or 3 months back. And this I think 18:37 highlights some of the better stylistic 18:39 principles I think you should be using 18:41 in your email to make it sound more 18:43 one-to-one. And just to give a little bit 18:45 of credibility here, we sent this email 18:47 out to about a thousand people. We got 18:48 eight interested responses. I think 18:50 three or four people converted into a 18:52 meeting. and we sent out all these 18:54 emails over the span of just a couple 18:56 days. So, just to prove the point out 18:58 with one lead list with one script here 19:00 in about a days worth of sending volume 19:02 or I'll say 2 or 3 days to be safe, 19:04 we're able to generate three or four 19:06 meetings. And so, this just highlights 19:07 the power of being very targeted because 19:10 even

if you send a ton of emails, which 19:12 I'm a big advocate for, if you are not 19:14 being specific with your messaging, 19:15 you're missing out on a lot of the 19:17 conversion. So, let's just jump into 19:19 this email here. Hi, first name. I 19:20 looked at your site and it looks like 19:22 you sell pallets. Just curious, are you 19:23 looking for more companies to supply 19:25 pallets to? We helped another pallet 19:27 supplier bring in 60 interested leads in 19:29 the first month and a half of working 19:30 together. So, I figure we might be able 19:32 to help you do something similar. Can I 19:34 send more details on our approach? Now, 19:36 the main thing that I want to highlight, 19:38 the main difference is just how much we 19:40 are talking about the recipient instead 19:42 of ourselves. Now, we talked about 19:44 ourselves here, but we're not talking 19:46 about all of our credibility and crazy 19:48 things about ourselves, all the 19:49 accolades and awards and this and that. 19:51 We're just talking about something about 19:52 ourselves that is directly relevant to 19:54 them and we're first calling out them 19:57 specifically. So, hi first name. I 19:58 looked at your website and I saw you 20:01 sell pallets. Are you looking for more 20:03 companies to supply pallets to? The 20:05 reason why I'm highlighting the word you 20:07 in this first sentence is because you 20:09 can see how them focused this email is. 20:11 In the last email that I just showed as 20:13 an example, I think they only use the 20:15 word you one time in the entire email. 20:17 So, they come into my email inbox and 20:20 they just talk about their company. At 20:22 the very end, they're like, "Hey, let's 20:23 get on a 15-minute chat to see how we 20:26 might be able to help you." Versus this 20:27 email, we're coming straight in talking 20:30 about how we can help them, talking 20:32 about their company, talking about why 20:34 we're reaching out to them specifically, 20:36 and then we're leveraging a case study 20:38 that is very specific to their business. 20:40 Now, we can write this email as if we 20:42 looked at their site and see that they 20:43 sell pallets because we did a really 20:46 good job scraping the list. If we scrape 20:47 a list of a thousand pallet companies, 20:49 we can say, "I saw you sell pallets 20:51 because we scraped a thousand pallet 20:53 companies." Now, if you scrape a bunch 20:55 of random companies, you can't use this 20:57 type of messaging. And so, this is just 20:58 an example of what good targeting allows 21:01 you to do in your copy. And then, when 21:02 you write the email, you want to make 21:04 sure that you're talking about them, not 21:06 you. You obviously need to sell 21:08 yourself, but a big part of selling 21:10 yourself is first acknowledging the fact 21:12 that you know what type of business they 21:13 run and that you can help them 21:15 specifically. So, we're calling out all 21:17 these specific things that you run a 21:19 pallet company. Are you looking for more 21:20 companies to sell pallets to? Then 21:22 talking about a specific example that's 21:24 relevant to them, which is why when we 21:26 reached out to a,000 people, we got 21:28 eight interested people and we were able 21:30 to convert about half of these into 21:32 meetings. All right, so you've got the 21:34 infrastructure, you got the targeting, 21:35 you got the copy. But what is this last 21:38 mistake? This is the one that makes me 21:40 the most frustrated because people work 21:41 so hard to set up a cold email system 21:43 and do all the things I just talked 21:45 about just to fumble the bag right at 21:47 the finish line. So, if you haven't 21:49 guessed it, the fourth and final mistake 21:51 that we're going to be talking about 21:52 here is terrible appointment setting. 21:54 And this mistake honestly is the most 21:56 painful to watch because I see it time 21:58 and time again where people do all the 22:00 hard work of setting up the email 22:01 accounts, building the list, writing the 22:03 scripts, and they actually do a great 22:04 job and then they completely drop the 22:06 ball right at the finish line because 22:08 they don't take the person who's 22:10 interested in the meeting and actually 22:11 get them onto the sales meeting. So, let 22:14 me ask you this. [music] When someone 22:16

replies to your cold email saying that 22:18 they're interested, how quickly are you 22:20 responding to them? Are you even 22:21 pitching specific times or just asking 22:24 people, "Hey, are you interested in 22:25 chatting?" And what percentage of your 22:27 interested replies actually turn into 22:29 booked meetings on your sales team's 22:31 calendar? Now, one of the biggest 22:32 takeaways after generating upwards of 22:35 10,000 interested responses at this 22:37 point from email is that whenever you 22:39 get an incoming response, the faster 22:41 that you respond, the higher the 22:42 likelihood chance that you will convert 22:44 them into a meeting. And now, this 22:46 probably isn't rocket science. You 22:47 probably watching this video, if you 22:48 watch all the other guru people on the 22:50 internet, you probably know it is better 22:52 to respond quicker than it is to respond 22:54 slower. And I'm sure there's some study 22:56 that everyone sites where if you respond 22:58 within 5 minutes, then you get a way 23:00 higher chance of converting someone. I'm 23:02 not even saying you have to do that. I 23:03 see so many sales teams that take days 23:06 to respond to people. I'm talking 23:08 someone responds to their email with 23:09 their own time and they say, "Yes, Matt, 23:11 I actually am interested in chatting." 23:13 And they don't get back to them within 23:14 24 hours. Now obviously if you can get 23:17 back to them in 5 or 10 minutes that's 23:19 amazing. If you can get back with them 23:20 within the hour also great but if you 23:23 are taking days to respond to people 23:25 then you are losing deals for sure. 23:27 Speed is king. The faster you respond to 23:29 people the more likely the chance that 23:31 they will actually get on the phone with 23:32 you. Because if you wait 24:48 72 hours 23:36 the chance of them forgetting why they 23:38 even respond in the first place or them 23:39 even having interest anymore goes down 23:41 drastically. Another massive mistake I 23:44 see people make in their responses is 23:46 that they aren't pitching actual times 23:48 in their responses. So, when someone 23:50 responds to you and they say that 23:51 they're interested and you're like, 23:52 "Awesome." You need to make it as easy 23:54 as possible for them to book a sales 23:57 meeting. So, if someone says, "I'm 23:58 interested." Don't just give them the 24:00 answer or say, "Awesome." Give them 24:02 specific times in their time zone of 24:05 times that they can meet with you. So, 24:07 as an example, if Susie says, "Matt, 24:09 please send me more info." I'm going to 24:11 send her more info and then pitch her 24:13 two to three specific times in her time 24:15 zone of when we can meet. So, I'll say, 24:17 "Are you free at Monday at 1 p.m., 24:19 Tuesday at 2 p.m., or Wednesday at 3:00 24:22 p.m. Eastern time, just as an example, 24:24 or you can send over your calendar link, 24:26 or if you want to, you can even do both. 24:28 The more back and forth you do over 24:30 email instead of trying to get them on 24:31 the sales meeting, the less likely they 24:33 are to get on a sales meeting." So, the 24:35 takeaway here or the thing that you 24:37 should implement is to make sure that 24:39 whenever you respond to an email or 24:41 whenever someone says that they're 24:42 interested that you respond as quickly 24:44 as possible and you give them easy times 24:46 that they can schedule that are in their 24:48 time zone so that they can easily book a 24:50 meeting with you instead of just going 24:52 back and forth in email trying to 24:53 conduct a full sales conversation over 24:56 email. All right, so to make this a 24:57 little more tactical, I figured I'd just 24:59 show you a diagram of the full kind of 25:01 appointment setting process. So, when 25:03 you send a cold email and you get an 25:04 interested reply, assuming you can read 25:06 my handwriting, then what you're going 25:08 to want to do is answer the question 25:10 that they have, sell them the meeting, 25:12 and pitch times for them to book call. 25:13 So, this is the framework of how I 25:15 respond to all kind of incoming 25:17 requests. I answer the question that 25:19 they have. So, someone in their response 25:21 says, "Please send me more info." You're 25:23 going to want to send them

more info. If 25:25 they say, "Can you tell me your 25:26 pricing?" You're going to want to give 25:27 them an answer about pricing. Now, you 25:29 can be direct about it. You can be 25:30 indirect about it, but you want to 25:31 answer the question that they have. Then 25:33 you're going to want to sell them the 25:34 meeting. What I mean by sell them a 25:36 meeting is give them a reason why they 25:38 should book a call or tell them why they 25:40 should book a call. And then you're 25:41 going to want to pitch times, ideally in 25:44 their time zone, to make it as easy as 25:45 possible for them to say yes to a 25:47 meeting. So to show you an example of 25:49 what this looks like, hi Susie, sounds 25:52 great. Here's more information. So this 25:53 is assuming Susie said, tell me more 25:55 information. Then you're going to give 25:57 her more information. The next thing is 25:59 selling the meeting. So, I think we 26:01 should schedule a quick call so we can 26:02 cover this in more depth. Now, I just 26:04 mocked this up in literally 30 seconds. 26:06 Now, if you have a better reason why you 26:08 should book a call, like, "Hey, I think 26:10 we should schedule a quick call so I can 26:12 show you X, Y, and Z or so I can perform 26:14 an in-depth audit or so we can save the 26:17 back and forth over email." There's lots 26:19 of different ways of framing this, but 26:20 you want to suggest the concept. them 26:23 not responding to email and them just 26:24 talking them to you directly on a call 26:26 is a better idea. And then you pitch 26:28 time. So you can see here, are you free 26:30 on Wednesday at 1 p.m. or 2 p.m. EST for 26:32 a quick call? Let me know what works 26:34 best and I'll send over an invite. And 26:36 the reason why this framework is good is 26:38 because you're answering her questions. 26:39 So you're giving her what she wants. 26:40 Then you are telling her why it's a good 26:42 idea to get on a meeting so you can get 26:44 out of the email chain back and forth. 26:46 And then you are making it very easy for 26:49 the recipient to just say, "Oh, yeah, 26:51 Wednesday at 1 p.m. works." And then you 26:53 just send them an invite. You can also 26:54 drop in a Calendarly link. Now, I've 26:56 heard some people go back and forth 26:57 about what's more effective. I haven't 26:59 seen a drastic difference. I think this 27:01 approach works slightly better on 27:03 average or if you want, you can also 27:05 send a calendarly link here or calendar, 27:08 you know, whatever you want. So that way 27:10 they can book in directly like that. 27:12 Now, let's say you send them all this 27:14 stuff and they don't respond, which is 27:16 normal because this is sales. You're 27:17 going to want to follow up. So, you're 27:18 going to want to call them, you're going 27:19 to want to email them, you're going to 27:20 want to send them LinkedIn connection 27:22 requests, and you're going to want to 27:23 perpetually follow up until you book the 27:25 meeting. Now, the rough KPI that I have 27:27 here is if you implement this all 27:30 reasonably well, I don't see a reason 27:31 why you shouldn't be able to get a 27:33 minimum of a 20% booking rate. Meaning 27:35 that if you get 10 interested responses, 27:37 you should be able to convert about two 27:39 of them into a meeting. Now, the reason 27:41 why it's not 100% is because sometimes 27:43 people say that they're interested, but 27:45 they're not interested enough to get on 27:46 a call, which is normal. Or what I see a 27:49 lot of people do is that they'll pitch 27:50 something in the email like, "Hey, I'll 27:52 give you this free thing." And then when 27:54 it comes time to them wanting to get on 27:55 a sales meeting, that might not be the 27:57 case. Now, again, this I say it's a 27:59 minimum booking rate. I've seen some 28:01 people in some rare scenarios where even 28:02 if you implement everything properly, 28:04 you don't quite hit this. But in most 28:06 cases, this is a rough booking rate, I 28:09 guess I should say, instead of a minimum 28:10 booking rate that I would target. I 28:12 think it's reasonable in 80 to 90% of 28:15 cases to get about 20% of interested 28:17 leads over a long enough time horizon to 28:19 book into sales meetings, assuming you 28:22 are doing the best practices reasonably 28:24 well. Now, again, asterisk

asterisk, 28:26 there's exceptions. I'm not guaranteeing 28:27 this for you. I'm just telling you that 28:29 after sending gazillions of emails and 28:31 looking at a lot of different follow-up 28:33 processes, this is where I would say is 28:35 a reasonable point if you have a 28:37 reasonable kind of process in place for 28:39 this. So, to wrap everything up, make 28:41 sure you're saying for multiple email 28:43 addresses, make sure you're targeting 28:44 people appropriately based on real world 28:46 data. Write scripts that are pointed 28:48 directly to the recipients. And make 28:50 sure that you are following up and 28:52 making it easy for the leads to book in 28:54 time with you. Now, if you enjoyed this 28:56 video, check out the other videos. If 28:58 you want to work with me, click on the 28:59 first link in the description below and 29:01 we can see if we can help you book more 29:03 meetings doing cold outreach.

Aaron, smart move layering in a short demo video—it's exactly what CM subscribers responded to when we'd show permit samples. A tight <60-second pre-recorded clip (e.g., "Here's last week's Salt Lake County agenda... watch how we pull out the 3 upcoming subdivisions with dirt potential... sign up for your 14-day free trial and get this weekly") will convert far better than text alone. It builds instant credibility and shows the competitive edge without overwhelming the prospect.

We're still laser-focused on the milestone: clean, reliable summaries delivered to 25–50 Utah/Nevada dirt/GC firms via self-serve ~\$99/mo (with a 14-day trial to lower friction). Marketing is the bridge once the pipeline is stable for the two regions.

Quick competitor update (I checked broadly across planning agenda services): Still no direct national player aggregating/summarizing planning commission agendas as a paid product for contractors. Raw agendas are posted on thousands of municipal sites, and permit-lead services (ConstructionWire, Construct-A-Lead, etc.) dominate bidding-stage intel, but the pre-permit planning phase remains wide open. A few local HBAs post agendas, but nothing cleaned, tagged, and delivered weekly. This is our lane—let's own it before someone else does.

Updated Sequence & Realistic Timeline for Email Marketing Launch

We'll stay lean (total setup ~\$4k–\$8k initial, plus list costs), using modern tools that didn't exist when we built CM. Assumes Jeff has the 5-pilot-municipality prototype running in the next 4–6 weeks (as we discussed last time). If that's delayed, push everything right by the same amount.

Phase 1: Prep the "Magnet" (Landing Page + Demo + Trial) – Weeks 1–4 (parallel to Jeff's build)

1. Record the <60-second demo video (1–2 days, ~\$0–\$500).
 - Script outline: 10s intro ("Tired of hunting municipal sites for upcoming projects?"), 30s live scroll through a real summarized agenda (highlight project type, acres/units, location, meeting date), 10s close ("Get this weekly for Utah Wasatch Front or Clark County—start your 14-day free trial now").
 - Tools: Loom (free tier) or Descript (~\$12/mo) for quick screen record + edit. You or Dave narrate—authentic voice beats polished.
 - Host on Vimeo/YouTube unlisted or directly in landing page tool.

2. Build the simple landing page (3–7 days, ~\$300–\$1k).
 - Tools: Carrd (\$19/yr) or Framer (~\$15/mo) for fast no-code; or Webflow (~\$29/mo) if you want more custom.
 - Key elements:
 - Hero: Video demo auto-play (muted) with big play button.
 - Clear headline: "Weekly Planning Agenda Intelligence for Utah & Nevada Dirt/GC Firms"
 - Bullet benefits: "Spot subdivisions/rezonings early • Summarized for bidders • \$99/mo after 14-day free trial"
 - CTA: Stripe checkout for trial (no card upfront if possible via Stripe's trial feature).
 - Self-serve signup → instant access to dashboard with sample data + real upcoming deliveries.
 - Domain: Something clean like planningintel.io or utahplanningleads.com (~\$15/yr via Namecheap).
3. Set up trial billing & basic user delivery (parallel, 3–5 days).
 - Stripe for payments/trials (free to start).
 - Simple backend: Supabase/Auth0 free tier for logins; auto-email weekly digests via Resend or Mailgun (~\$10–20/mo once live).

Total cost here: \$500–\$2k (mostly time or freelance help if needed).

Phase 2: Lists & Email Infrastructure – Weeks 3–6

4. Compile/target lists (1–2 weeks, ~\$1k–\$3k).
 - Existing HBA lists: Many Utah chapters (Utah Valley HBA, Salt Lake HBA, Northern Wasatch, Southern Utah HBA) have public/searchable member directories online. Export visible emails/phone (ethically, no scraping bans). Aim for 1,000–2,000 contacts to start.
 - DOPL contractor list: Utah DOPL offers licensee data requests—full contractor list ~\$0.01/record (e.g., 36k licenses ≈ \$360) + small search fee. Request filtered for general contractors/excavation (NAICS/SIC codes). Order via their data request portal.
 - Additional trades lists: Buy targeted enrichment via Apollo.io or Clearbit—Utah/Nevada excavation/sitework GCs, 10–200 employees, ~\$0.10–\$0.30 per enriched record.
 - Total starting universe: 3,000–6,000 high-intent contacts (focus on excavation/grading firms that asked us for this at CM).
5. Set up cold email infrastructure (1 week, ~\$500–\$1k initial).
 - Tool: Instantly.ai (recommended—unlimited warming accounts) Hypergrowth plan ~\$78–97/mo (or start Growth ~\$38/mo). Alternative: Smartlead.ai Pro ~\$94/mo.
 - Buy 10–20 "lookalike" domains (~\$10–15 each via Namecheap/Google Workspace).
 - Connect Google Workspace/Microsoft 365 mailboxes (~\$6–12/mo each).
 - Warm up slowly (built-in tools handle this).

- Enrichment: Apollo.io Basic/Professional ~\$49–79/user/mo for emails/phones (credits roll over).

Follow the YouTube principles: Horizontal scaling (20–30 emails/day per mailbox), separate sending domains, no spam risk to main business domain.

Phase 3: Campaigns & Launch – Weeks 5–8

6. Write segmented copy (3–5 days).
 - 3–4 segments: (1) Excavation-only Utah, (2) GCs Wasatch Front, (3) Nevada firms, (4) HBA members.
 - One-to-one style: Personalize with company name/recent permit if possible.
 - Example opener: "Hey [Name], saw [Company] is active in [County]—we're pulling every upcoming planning item that needs dirt work. Here's a quick 45-second look at what you'd get weekly: [link to landing/demo]. Free 14-day trial if useful."
 - CTA: Direct to landing page video/trial signup.
 - Sequence: Email 1 (intro + demo link), 2–4 follow-ups (value add, like "Here's a free sample from last week's Provo meeting").
7. Test & launch (ongoing).
 - Week 6: Small test (500 sends) → measure opens (target 50%+), replies.
 - Week 7–8: Scale to 1,000–2,000/week.
 - Goal: 50–100 conversations → 25–50 trials → 20–40 paid at churn-out.

Total marketing setup cost (first 3 months): \$4k–\$8k (tools ~\$300/mo ongoing + lists).

Expected Outcomes & Guardrails

- If we hit 4% conversion on 5,000 targeted contacts = ~200 subscribers fast (mostly Utah first).
- Track everything: Demo views → trial signups → paid.
- Once 25–50 paid in the two regions, we've validated the milestone—then expand regions/lists.

Start with the demo video this week—it's the highest-leverage piece. If you want, send me a rough script or sample agenda screenshots and I'll refine it. Or tell me which step to zoom in on next (e.g., exact landing page wireframe, sample email copy, or list filters). We're building momentum—keep it lean and ship.