

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

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that I see business owners make without

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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

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one can say cold email does not work for

0:21

me. Now, the first mistake that I see

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people make all the time when they are

0:25

running their cold email campaigns is

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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

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your primary main business domain or are

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you setting up separate lookalike

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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

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the best cold emails in the world, but

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if you reach out to hundreds or

0:48

thousands of people in an unsolicited

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manner, some of these people will report

0:52

your emails as spam, which again is

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totally normal. But if you're doing this

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at a rate of thousand emails per day,

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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
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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

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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

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enough, you're going to get pulled over.

1:47

So, instead, the speed limit might be

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something like 50 mph. And so, while

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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

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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

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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

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businesses, there's more ideal types of

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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

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very specific scripts that tie along

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with their list. In short, if you scrape

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a really good targeted list and you do

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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

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many of them or you're not going to do

9:13

as nearly of a good job as if you had a

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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

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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

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doesn't sound like rocket science, and

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this might sound really simplistic, but

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I'm just trying to drive the point home

10:52

because I see so many people, so many

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businesses when they're sitting down and

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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

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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

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revenue size is one of those ways where

12:12

you might talk to someone differently.

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Industry, let's say you want to reach

12:15

out to accounting firms and to doctors.

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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

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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 my 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 15inute 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
onetoone. 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.

This video outlines the four critical mistakes that cause cold email campaigns to fail and provides tactical solutions for each.

1. Poor Email Infrastructure

Most business owners send cold emails from their primary domain, risking their entire digital reputation. If even 2% of recipients flag emails as spam, Google and Microsoft may blacklist your main business domain, causing invoices and client emails to land in spam folders.

- **The Solution: Horizontal Scaling.** Instead of sending 1,000 emails from one account, set up 50 "lookalike" domains and send only 20 emails per account per day. This mimics natural human behavior and keeps you under the "speed limit" of spam filters.

2. Terrible List Targeting

A "one-size-fits-all" approach to list building leads to low conversion rates. Most people misattribute list problems to bad scripts or bad luck.

- **The Concept: TAM vs. ICP.**
 - **TAM (Total Addressable Market):** Everyone who *could* buy (e.g., all people with back pain).
 - **ICP (Ideal Client Profile):** The specific group most likely to pay (e.g., people with back pain who have premium insurance and high income).
- **The Solution: Granular Segmentation.** Break your ICP into small segments (by industry, revenue, or job title). This allows you to write specific scripts that address unique pain points for each sub-persona.

3. Writing "Infomercial" Emails

Email is a **one-to-one** channel, not a one-to-many channel like YouTube or TV. Emails that sound like ads are immediately tuned out.

- **The Solution: The "You" Focus.** Write your script as if you are talking to a single colleague. Focus on the recipient's business, not your own accolades.
- **Proof Point:** A successful campaign cited in the video used a simple script: "*I saw you sell pallets... we helped another pallet supplier get 60 leads... can I send details?*" This specific targeting led to a 50% meeting-book rate from interested replies.

4. Terrible Appointment Setting

Fumbling the lead at the finish line is the most common mistake. Slow response times and "lazy" calls to action kill deals.

- **The Solution: Speed and Specificity.** * **Response Speed:** Aim to respond within minutes; waiting 24+ hours drastically reduces the chance of a booking.
 - **Pitch Times:** Never just ask "Are you interested?" Instead, answer their question, sell the value of the meeting, and pitch 2-3 specific times in **their time zone**.
- **The Goal:** Aim for a 20% booking rate (2 meetings for every 10 interested replies).

Since you're looking at cold email strategies, I can help you turn these concepts into actual assets for your business.

- Drafting 3 segmented email scripts
- Creating an ICP definition template
- Developing an appointment setting framework

now we can revisit, again, the sequence of steps and timeline for paying for apps/expertise in order to effectively email market to our existing HBA member lists, as well as to our yet to be purchased DOPL lists and construction trades' lists. Include all we've discovered and planned before, with a new component. The new component is a short, less than 60 second, demo on our landing page. The very page we call them to action to visit where they'll want to sign up for a free 14 day trial and can observe the pre-recorded minute long demo. go.

To help you coordinate the technical setup and budget, here is a consolidated roadmap for launching your cold and warm email infrastructure.

Phase 1: Infrastructure & Domain Setup (Weeks 1-2)

Goal: Build the "Horizontal Scaling" foundation to protect your main brand.

- **Domains:** Purchase 5-10 lookalike domains (e.g., `get[Company].com` or `[Company]App.com`).
- **Email Accounts:** Set up 2 professional mailboxes per domain (Google Workspace or Microsoft 365).
- **Warm-up:** Connect accounts to a tool like **Smartlead** or **Instantly**. Run automated warm-up for 14 days to build sender reputation before sending a single live email.

- **Estimated Cost:** \$15–\$20 per domain/year + \$6–\$7 per mailbox/month.

Phase 2: Landing Page & Demo Asset (Weeks 2–3)

Goal: Create a high-conversion destination for the Call to Action (CTA).

- **The Demo:** Record a <60s "Problem/Solution" walkthrough. Focus on the most painful manual task your app automates for construction trades.
- **Landing Page:** Build a simple, fast-loading page using **Carrd**, **Unbounce**, or **Webflow**.
 - **Header:** Specific to the trade (e.g., "The Faster Way for DOPL Licensed Plumbers to Track X").
 - **Body:** Embedded video player and a "Start Free 14-Day Trial" form.
- **Tracking:** Install a basic pixel (Meta/Google) or an email tracking script to see which lists (HBA vs. DOPL) are actually clicking.

Phase 3: List Acquisition & Segmentation (Week 3)

Goal: Prepare your data for the "One-to-One" messaging style.

- **HBA List (Warm):** Segment by member type or activity level.
- **DOPL/Trade Lists (Cold):** Use a tool like **Apollo.io** or a specialized scraper to verify these emails. **Never** send to unverified lists; use **NeverBounce** or **ZeroBounce** first.
- **Estimated Cost:** Verification is roughly \$0.01 per email.

Phase 4: Campaign Launch (Week 4+)

Goal: Execute the "Answer-Sell-Pitch" framework.

- **HBA Sequence:** Focus on "New Feature" or "Member Exclusive" access to the trial.
- **DOPL/Trade Sequence:** Use the "I saw you're a licensed [Trade] in Utah" script. CTA directs them to the demo page.
- **Scaling:** Start at 5 emails/day per account, scaling up to 20 over two weeks.

I can help you build the specific messaging and tracking components for this rollout.

- Drafting trade-specific scripts for DOPL lists
- Creating a script for the 60-second demo video
- Building a budget breakdown for all required apps

Write a compelling 60-second demo video script that highlights a major pain point for construction trades and introduces the 14-day trial. This script is designed for a fast-paced, high-impact screen recording or "talking head" video to grab attention immediately.

Video Script: The Construction "Paperwork Trap"

Time: 60 Seconds | **Vibe:** Empathetic, then High-Energy/Relieved

Time	Visual	Audio (Voiceover)
0:00	[Hook] Close-up of a contractor at a desk, surrounded by messy stacks of invoices and DOPL paperwork. He looks exhausted.	"You didn't get into the trades to spend your nights staring at spreadsheets and DOPL compliance forms."
0:10	[The Pain] Quick cuts of a phone ringing, a 'Payment Overdue' notice, and a manual logbook being filled out.	"Every hour you spend on manual tracking is an hour you aren't on the job site or with your family. It's the 'Paperwork Trap'—and it's costing you more than just time."
0:20	[The Shift] Screen recording of your App. A single button click automates a complex task (e.g., auto-filling a report or syncing a lead).	"Stop the bleeding. Our platform was built specifically for Utah trades to automate the grind."
0:30	[The Demo] Fast-motion montage of the app's best features (Scheduling, DOPL tracking, Member portal).	"Watch this. In under 60 seconds, you can sync your HBA member data, verify your team's credentials, and get your billing out the door. No errors. No headaches."
0:45	[The Offer] Transition to a clean graphic of the landing page showing "14-Day Free Trial."	"We're so confident this gives you your Friday nights back that we're giving you two weeks—completely on us."
0:55	[CTA] The contractor from the start is now on-site, smiling, holding a tablet. Text overlay: Start Your Free Trial.	"Click the link below. Watch the full demo, start your 14-day free trial, and get back to what you actually love building."

Production Tips for the Landing Page:

- **The "Double Play":** Place this video directly to the left of your sign-up form. Use a "Play" icon overlay to encourage clicks.
- **Captions are Mandatory:** Many users will watch this on mute while on a job site. Ensure the pain points (e.g., "STOP THE PAPERWORK TRAP") are in large on-screen text.
- **The 14-Day Clock:** Mentioning the trial at the 45-second mark ensures that even "skimmers" hear the value proposition.

To help you move from script to execution, I can refine the specific technical steps for the landing page or your email outreach.