



Practice Activity:

Create a Value-Added Interruption

Objective:

Craft a brief Value-Added Interruption for a prospect through an email.

Instructions:

In this activity, you will create a Value-Added Interruption to engage a prospect through an email. Your goal is to provide immediate value, address the prospect's needs, and encourage further engagement.

Scenario: You recently met a prospect, Alex, at a local business networking event. You are now following up with Alex through an email. Use this opportunity to create a Value-Added Interruption that captures Alex's attention and delivers meaningful information.

Follow the instructions provided below.

Your Value-Added Interruption Email

Message:

Activity Instructions:

1. Compose Your Email:

- Fill in the blanks with your specific details and content.
- [Fill in the subject line:

Not more than 250 characters

- [Fill in the greeting:

Not more than 250 characters

- [Remind Alex how they know you:

Not more than 250 characters

- [Provide immediate value by sharing a useful tip, article, or resource:

Not more than 250 characters

- [Showcase your expertise with a success story or data point:

Not more than 250 characters

- [Encourage further engagement with a call to action:

Not more than 250 characters

2. Review and Edit:

- Ensure your message is concise, clear, and provides immediate value.
- Make sure the call to action is compelling and relevant.

3. Send Your Email:

- Once you're satisfied with your message, send it to Alex.

By completing this activity, you'll practice creating Value-Added Interruptions that effectively engage your prospects and encourage further communication.

When you're ready, return to the e-learning course to continue your learning journey.