

I think that's what Pablo "Big Paint" Picasso said.

So Blushie, today i'm gonna show you how we channeled our inner Pablo by stealing and remixing a tactic that a different startup used to close sales to take the fund from \$1.7m → \$2.4m.

Once you learn this little trick, you can use it whether you're raising money, trying to close sales, or really doing anything with email outreach.

Now it's time to pull that Picasso:

Ben slacked me about a tactic he saw Brex (a big, hot startup worth \$2.5B+) using to close sales



Ben Levy 4:06 PM

hmm

im about to run a tactic straight from the brex playbook
to close these waitlisted LPs



Shaan puri 4:06 PM

Nice what is it



Ben Levy 4:07 PM

going to send an email to ben@allaccessfund

from you

that says - hey ben, i saw X signed up for the waitlist. background looks interesting for the fund.
can you reach out about the spot we just opened up?

and then im going to forward that note and say hey! we'd love to have you in



Shaan puri 4:08 PM

Nice.

Love it



Ben Levy 4:08 PM

itll work

The way Ben described it was basically, if Brex was targeting you as a prospect, the sales rep would send you a forwarded email from the head of sales where he would tell the rep that you're a great fit and offer a discount

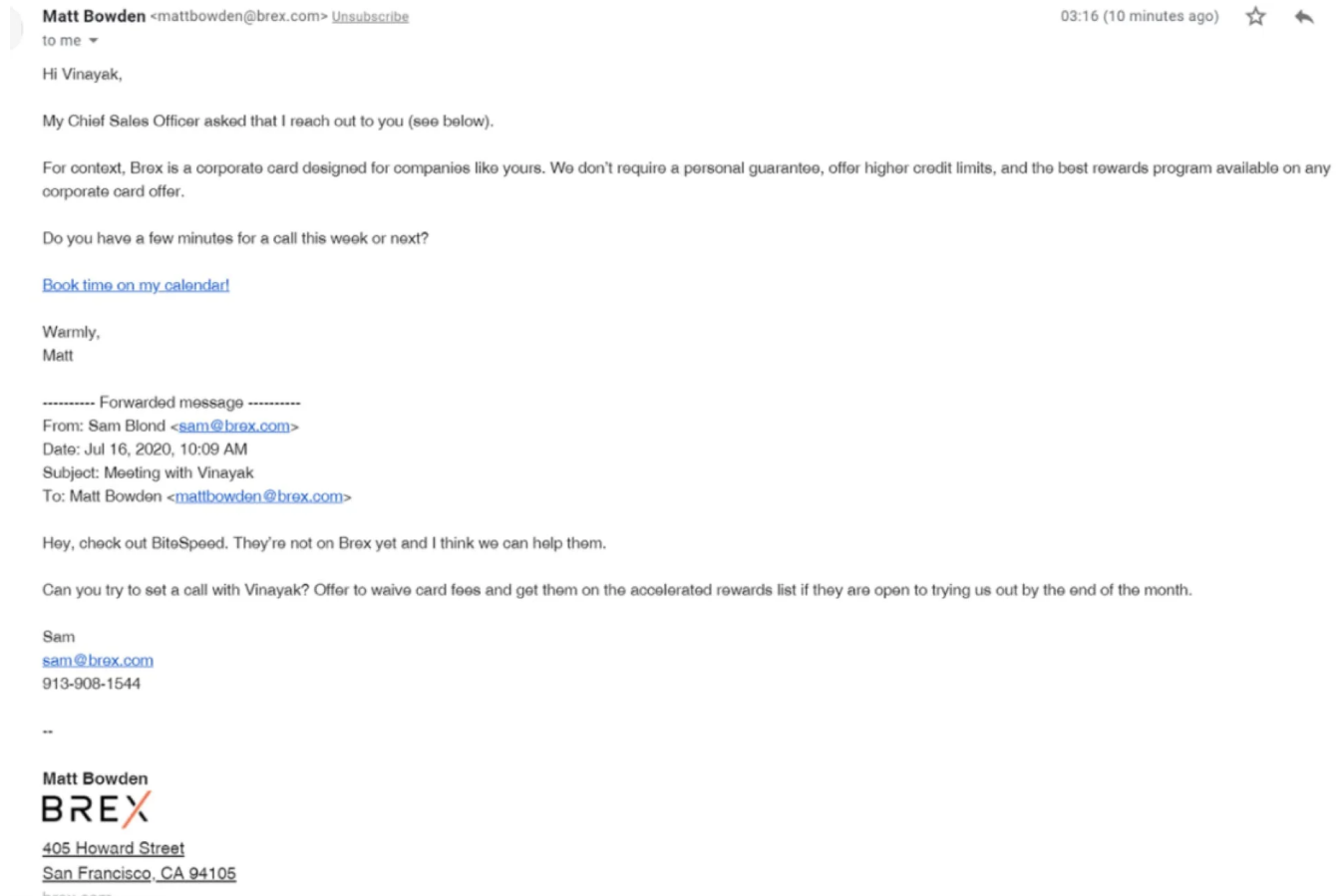
I thought this was a genius approach by Brex because:

1. **It feels special** - it makes you feel like you've been handpicked for the offer from

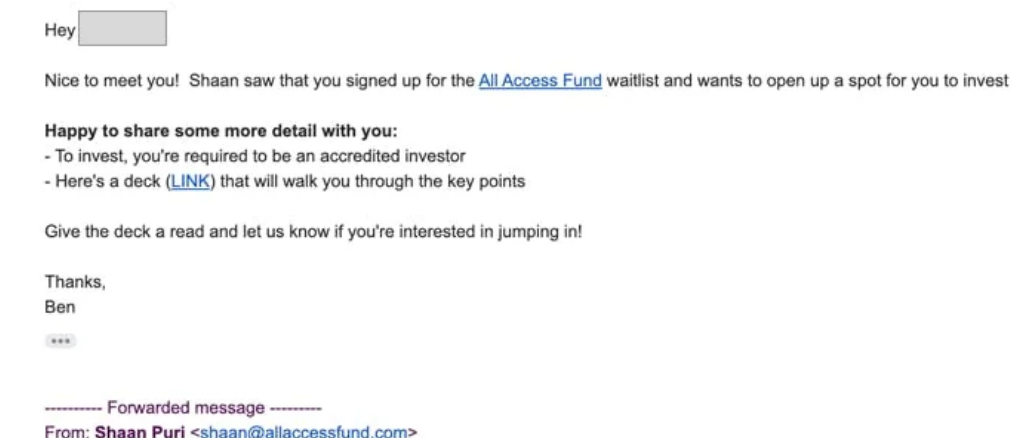
someone with authority (like the Brex head of sales)

2. **It feels raw** - being able to see a whole thread feels raw and real and not like a cold email at all
3. **It feels friendly** - all of the language in both of these emails and the transparency is v friendly, way more than normal cold emails

Here's what Brex's version looked like:



Here's what our version looked like:



Date: Wed, Sep 9, 2020 at 4:17 PM
Subject: Can you let [redacted] off the fund waitlist?
To: Ben Levy <ben@allaccessfund.com>

ben,

I saw that [redacted] signed up and his background looks really good for the fund (he helped grow [redacted] and has an exit under his belt.)

Can you reach out to him and offer him one of the spots that just opened up in the fund?

-shaan

We sent this to 70 people, got 30 responses, and closed 8. That's 24 hours of work delivering \$250K in value, if you're counting!

Clearly, this tactic worked for brex and it worked for us.

It'll work for you too, whether you're trying to fundraise, close more sales, or do anything that involves outreach over email

Blushie, when you see something, steal and try it out for yourself. You don't need to invent everything on your own to be a helluva artist. The good artists copy, the great artists steal.

until tomorrow,

shaan

How'd we do today? [Excellent](#) | [Good](#) | [Meh](#) | [Do Better](#)

P.S. If you were one of the people got this email from us, please don't be offended, but now you know what was going on under the hood :)

P.P.S. we're gonna run a new experiment starting tomorrow - a slack community for AAP paid members (you). We're gonna start small (~40 people) and grow from there to make sure it works, so **[submit here if you're interested in joining it](#)**

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