Cold Email Checklist

Keep Persona Narrow: Your target list should be very specific, so your email can be very specific. An example of a broad persona is CMOs at large companies. An example of a specific personal is CEOs, Founders, at small technology companies who have recently launched a product and are looking to grow their market base. 1

Subject Line: Lure the reader in with a benefit or interesting question. Must also be a little mysterious so they will want to click and learn more. 1

Don’t’ be Self-Focused: Focus on the Reader, Not Yourself. Your goal is to solve your recipients pain points or learn more about them. Always write in the second person. 1

Tailor Towards Your Persona: Signal you are familiar with them and what they do. Don’t be overly broad. Include details that are relevant to the recipient, known pain, etc. 1

Never Assume: Never assume that reader has seen previous emails, knows about you, understands industry standard acronyms/slang, knows how to use certain technologies, product, etc. 1

Presents: Only bring people good stuff that they want. 2

Get to Point: Don’t waste their time talking about you. Get to their pain point and offer help. 2

Keep it Informal: Make it feel so they can respond back on their iPhone with typos. 2

Research Your Prospect: Include something personal. 3

Logical Assumptions: Make assumptions based on their business, stage of growth, current industry challenges, etc. 3

Put Yourself in Their Shoes: How would you want to receive emails. I would want to know the information quick and not be hassled. I would want to have keywords in the email that I could search for in the future when I needed to remember what the product was called. I would want it to come from a person that I could respond to. 4

Keep it Short: Keep it two to four sentences at most. 4

Contact: Put all you content in your email signature. 4

Avoid Images: Avoid images and keep signature short. 4

Include PS: A lot of people will read the p.s. before they read your closing question. 4

Close with a Question: Always require them to do something at the end of the email. 4

Test: Test your message looking at open rate, response rate, sales generated. 4

Erase Recipients Concerns: Give them social proof or a guarantee that dealing with you will be risk-free. 4

Demonstrate Credibility: Show them social proof. 4

Use Referrals: If possible. 4

Metrics for testing emails: Specific v vague, personalized v localized, questions, including numbers, humorous v straight-laced, ways of saying thanks, short v long, text based v images, link placement, time of day, day of week, follow ups.

1. salesfolk.com
2. entrepreneur.com
3. saleshacker.com
4. leadfuze.com