

# Email Guide for Outreach to New Prospects



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INTRODUCTION



WHAT IS EMAIL OUTREACH



THE PROSPECTING EMAIL



THE FOLLOW UP EMAIL



SUMMARY

# INTRODUCTION

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## Let's start sending better emails.

In a busy world, it's up to us to send emails that don't waste our prospect's time or attention.

In this course, you'll learn:

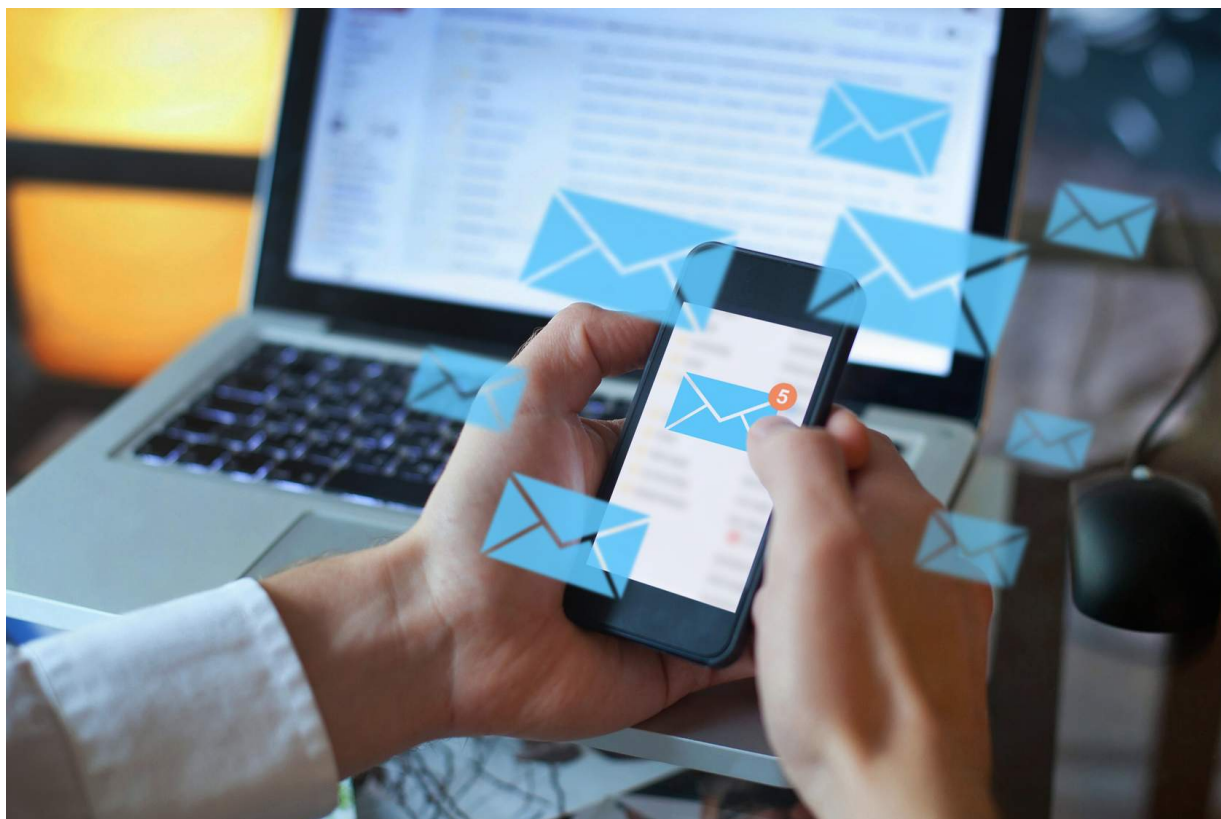
- Why email outreach campaigns can be strong tools as you are communicating through the sales cycle
- Some types of emails that should be included in successful email campaigns
- How to craft compelling messages in some of the various emails included in your campaign

CONTINUE

# WHAT IS EMAIL OUTREACH

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**Let's start here...**



Email outreach is the activity of creating and sending emails to specific individuals to get them to take a preferred action.

It's a simple concept, sure, but how much care and effort are we putting into it today? Truth is, it can be very effective, when done properly.

**Let's see what you already know about email campaign best practices.**

Sort the below behaviors in to "do's" or "don'ts" when it comes to creating and using email campaigns.

DO'S

Show them that you know them

Find an actual contact

Deliver value slowly and overtime

Pitch new Ideas

**Use tailored emails**

**Be creative**

**Be inclusive**

**Identify a strong subject line**

**Send from an individual to an individual**

**DON'TS**

**Be robotic**

**Use grandiose or hyperbolic language**

**Use a generic message**

**Come in cold with an ask**

**Be threatening in an attempt  
to be clever**

**Be silly, cute, or fluffy**

**Be pushy**

**CONTINUE**

# THE PROSPECTING EMAIL

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## What is it?

This email will be the first email in your campaign. It is only a few sentences long – three to six, generally. It does not have to be designed or formatted in any way. It can simply be written and contain your normal email signature.

**Use** the below sections as a template to craft your prospecting emails.

## Subject

Your subject line has exactly one job: to get the email opened.

**Speak** to the brain with your subject line. How do you do that? You dial into the prospect's threats or pains. As human beings, we are far more likely to take action to avoid pain than to obtain a benefit. This well-established psychological principle is called *loss aversion* and it produces much more effective subject lines.

**Bad Example:** Increase your lead flow 4.5X!

**Good Example:** Stop getting bad leads

## Benefit

Before we even get to the greeting, we owe it to our prospect to tell them why they need to read this email. This statement will appear at the top of the email, once opened, and it also has one job: to get the email read by the prospect.

**Choose** a very specific message that's relevant to your prospect. **Give** some context and use this line to start articulating your value.

**Bad Example:** Hi [first name], I'm reaching out today because...

**Good Example:** Get higher-quality leads that sell more [what the customer sells].

## Greeting and Loss Aversion Question

Next, we give a greeting, using the prospect's first name only. Then, we ask a rhetorical question, based on their pains and threats.

**Bad Example:**

Dear Ms. [last name],

Would you like to increase your lead volume and save money while you do it?

**Good Example:**



Hi, [first name],

Are you tired of paying way too much for leads that just don't convert?

## Emotional Lift

Next, we show the prospect a vision of the future when this threat is solved. This provides the emotional lift necessary to take action. Be realistic, but also optimistic. Don't get too far into details.

A great way to begin this section is with the word "imagine."

**Bad Example:** What if I told you that our lead-o-matic 3000® technology could deliver you tens of millions of leads per day, based on our proprietary LeadMagiq™ process?

**Good Example:** Imagine not having to sift through dozens of unqualified leads every day, and being able to fill your pipeline with a few, high-quality ones instead?

## Personalization

In this next sentence, we attempt to bring the solution to them in a very personalized way. What will it mean for them, specifically? The more effort and research you put into this section, the more effective your email will be.

**Bad Example:** I think this would be a really good fit for [company name].

**Good Example:** When I see a sales staff the size of Acme's, I know that there's a lot of time wasted chasing deals that just aren't going to happen. I want to help make better use of the time

that your 50 sellers and managers have.

## **Ask for Interest**

Don't ask for an appointment. It's too much commitment at this stage, and even if they agree, you still have to email back and forth from here to schedule it, anyway. Instead, ask for interest. It's easier to commit to, and it's far more effective in getting a response. Plus, it produces the same result.

**Bad Example:** I'm free this week on Thursday from 11am to 3:30pm, Central time. Can I send you an invite?

**Good Example:** Does it make sense to see what might be possible for your team?

## **Why are we getting it wrong?**



We fail to gain attention for a variety of reasons. The typical ones are:

- Our messages are too long, so the prospect doesn't commit to reading them based on length.
- Our messages don't answer the prospect's most basic question: *What's in it for me?*
- Our messages are too specific, failing to capture any relevance to the prospect.

**Let's make sure you're tracking.**

**Match** the various text components to the email segment in which they belong.



10 Tips to Avoid Seller Burn Out

Subject



Get more attendees that translate to leads

Benefit



Are you tired of spending marketing dollars on campaigns that don't convert?

Loss Aversion Question

SUBMIT

CONTINUE

# THE FOLLOW UP EMAIL

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## What is it?

This email will be the follow-up to your first email. Data shows that a second email can be about half as effective as your initial send. However, each email after the second produces extremely diminished results. As such, it's recommended to send just one follow-up.

This email is also short, four to six sentences long, and should be sent without additional design or formatting.

**Use** the below sections as a template to craft your follow-up emails.

## Subject

Reply to your first email's subject line. This has two benefits. First, your prospect can become reacquainted with what you sent the first time, in the same thread, without looking for it. Second, people tend to pay more attention to an email when it's had multiple threads. Every email app – Outlook, Apple Mail, etc. – shows a marker that indicate how many responses there have been. An email with even a (2) next to it is much more likely to be opened than one with none at all.

**Example, as it appears in your prospect's app:** Re: Stop getting bad leads (2)

## Greeting and Optional "Nicety"

A marketing software company (Gong) conducted a study of more than 300,000 email sends and found something that surprises most: Adding a kind word, what we call a "nicety" improved conversions. If it's your personal preference, a quick one can go a long way.

**Bad Example:** Hello Ms. [last name], following up on this...

**Good Example:** Hi [first name], hope you've been well.

## Be Curious

Rather than asking about your prior message, focus on the value you can deliver. In other words, don't ask whether they've read your email, ask if they've thought about the benefit.

**Bad Example:** I'm curious, did you have a chance to read my last email?

**Good Example:** I'm curious, have you considered making your lead generation more useful to your sales team?

## Tell a Short Story

Help them see the benefit one more way by giving a brief story about someone similar to them. This should be two to three sentences, maximum.

**Bad Example:** I've attached a 17-page case study of our most recent success stories.

**Good Example:** Working with [Customer name] we've been able to increase sales by doubling the conversion rate of their leads. They say everything is easier now that they're not chasing deals they know aren't going to happen.

## **Ask for Interest, and "Break Up" (For Now)**

Again, ask for interest, not an appointment. Add that this will be the last time you follow up for some time. This "break up" message helps busy prospects take action if they've been meaning to talk to you, but haven't found the time.

**Bad Example:** Do you have time this week or next to meet?

**Good Example:** I understand there's a lot going on right now, so I won't reach out again. For now, does it make sense to explore this together?

## **Why are we getting it wrong?**



We get follow-up messages wrong in a lot of ways. Here are the most common:

- We assume too much, thinking the prospect has read and carefully considered everything we wrote. This leads to not being clear enough with our followup.
- We come off as pushy or upset that the prospect hasn't responded.
- We send too many emails, even though the statistics show clearly that the third one and beyond are practically worthless.

**Let's make sure you're tracking.**

**Match** the various text components to the email segment in which they belong.



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SUBMIT

CONTINUE

# SUMMARY

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## Congratulations!

Email doesn't have to be too complicated. This template can help make quick work of outreach to cold prospects in an effective manner. Hope it helps!

You've successfully completed this course.

Your progress has been marked as complete. Please feel free to [close your browser tab](#), or [click any lesson title in the menu](#) to review that course content.

