

How to get them to talk



LECTURE
SUMMARY

Covered in this lecture:

Strategies you can use to convince
people to talk to you

Taught by:



- ▶ Cold emails are not very efficient because there is no personal connection
- ▶ The response ratio is usually 3:1 - you message 3 people, and 1 will respond
- ▶ Follow these 3 rules:
 - **1. Be short**
 - no one will read a long email from a stranger
 - the ideal length is 4-7 sentences
 - **2. Be personal**
 - people don't like talking to robots
 - mention how you found them and then ask them to talk to you and help you with feedback
 - you can make a semi-template, but at least one sentence has to be personalized

● 3. Be valuable

- show them that this conversation is valuable to them
- people want to feel like they're helping
- tell them that you value their input
- you can offer to incentivize them

▶ Bonus Tips

1. Mention that you're not from sales

2. Make them feel special

- assure them that you want to fix their problem and that they have valuable information that can help you
- give them the VIP treatment

See you next lecture!