

## Cheat Sheet

# Sam's Perfect Email SMYKM Cheat Sheet

Show Me You Know Me® is the art of understanding who your buyers are from all angles & creating an authentic connection with them.



## 1 Start by researching your prospect

Lay the groundwork for your perfect email by researching your prospect in depth.



### The human

[Start on LinkedIn](#)

Learn about the person:  
Check common connections, their headline, about section, location, education, & interests

Learn about the professional:  
Check their current job, length of time there, promotions, previous employers, & career path



### The company

[Visit their website](#)

Check out resources, press releases, values, charitable activities

[Look for executive activity](#)

Blogs, podcasts, conferences, guest appearances



### The space

[Do some Google-ing](#)

Learn about their vertical or industry

Learn the lingo

Always check your CRM!

## 2 Avoid these personalization pitfalls

Steer clear of these common mistakes in your Show Me You Know Me® prep work.

The mistake	Subject line example	Prospect's reaction
Choosing a SMYKM angle that has no authentic tie to you	Go Noles!	“So what?”
Getting too personal	Love your family beach pictures!	“Creep!!”
Doing personalization at scale poorly	Five minutes of your time...	“This has sales written all over it...”

## 3 Compose the “perfect” email

Put your Show Me You Know Me® research into practice and get noticed by high-value leads.

### The subject line

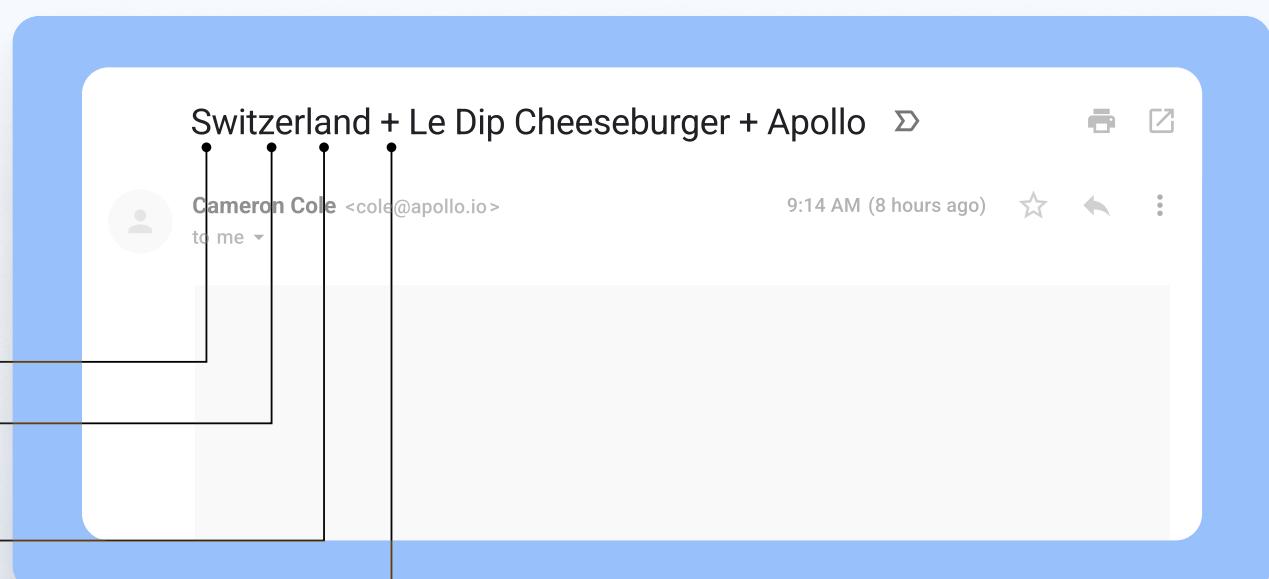
This is the most important part of your email.

It should include SMYKM

It should make no sense to anyone but your prospect

Shorter is not necessarily better

Use “+” to break up verbiage



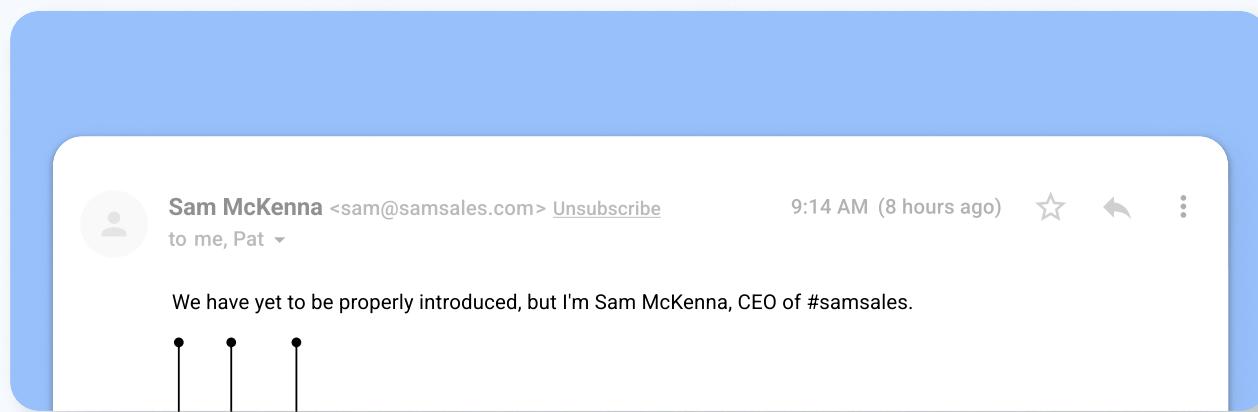
Examples:

Switzerland + Le Dip Cheeseburger + Apollo

ΠΚΦ + Nothing Shall Ever Tear Us Asunder (Except Detention Fees)

## The first sentence

This is the second-most important part of your email, and is part of the preview text.



Don't start with niceties or a sales pitch

Do introduce yourself

Or elaborate on your SMYKM subject line

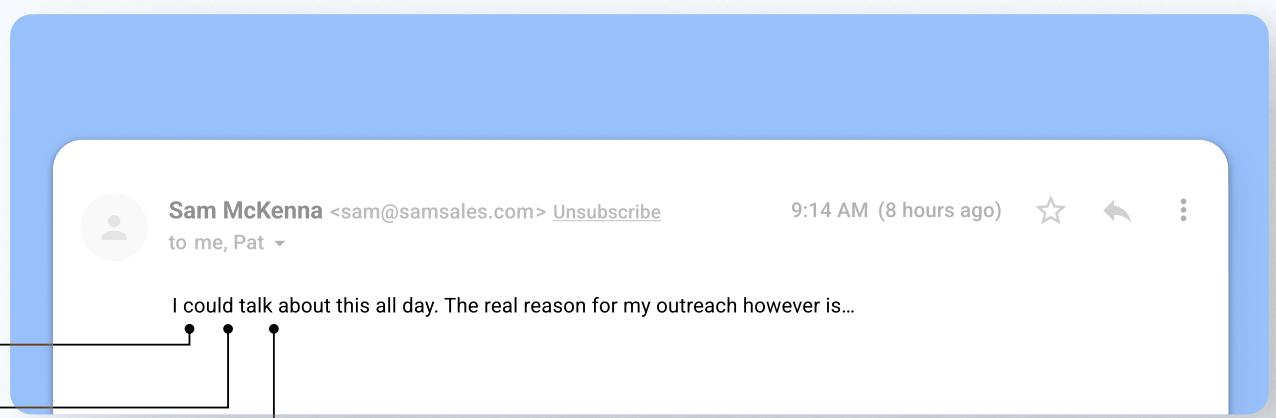
## The transition

This is where you naturally progress from your intro into the reason for your email.

Don't abruptly jump into a sales pitch

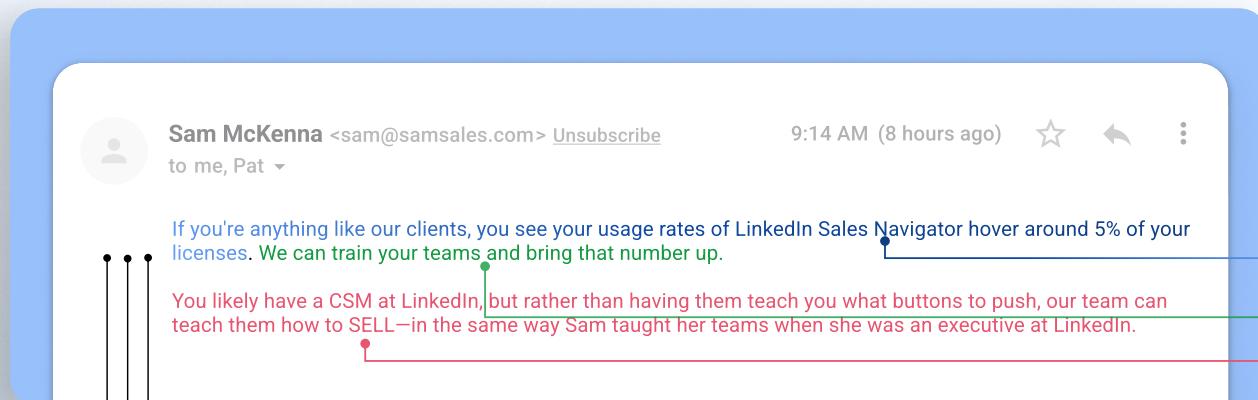
Connect the dots

Stay conversational



## The value proposition

This is your opportunity to convince the prospect that time with you will be well spent.



The challenge  
The value prop  
Forthcoming objection

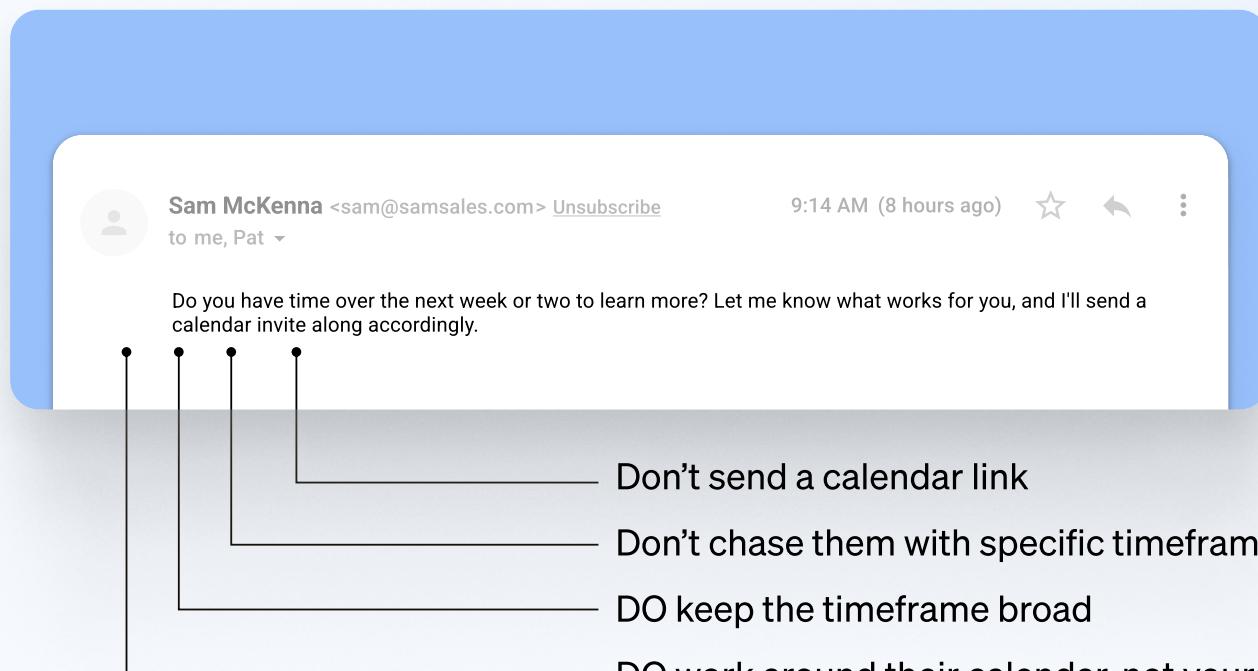
Talk about the challenge you solve

For high-level execs, longer is better

Anticipate their next objection

## The close

This is where you specify a call to action and show you're considerate of their schedule.



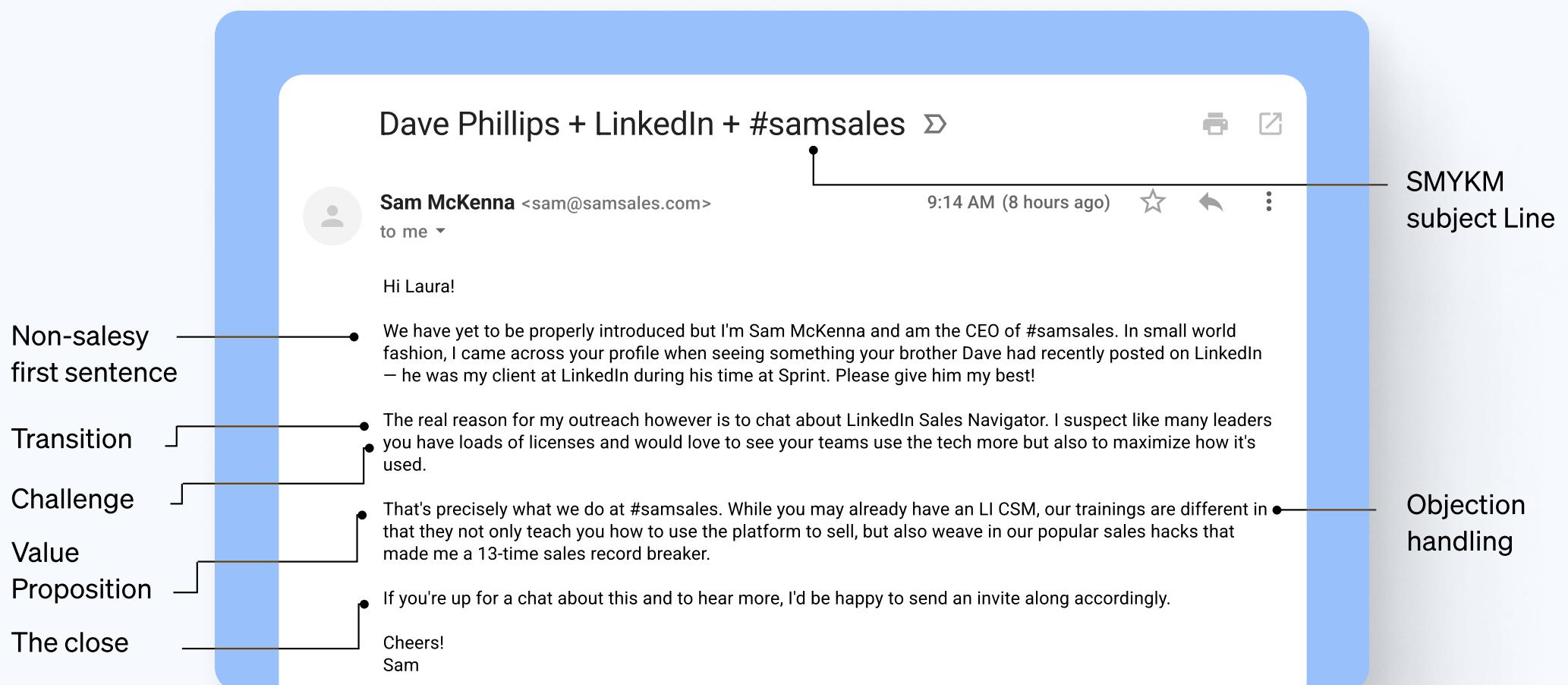
email examples

Perfect email examples

Perfect email examples

Perfect email ex

Example #1:



## Example #2:

Non-salesy first sentence

### Dog Lover + Gelato + Affordable CRM ☺

Todd Moore <todd@sales.com>  
to me ▾

9:14 AM (8 hours ago)

SMYKM  
subject Line

Transition

Hey, Sherri!

I was doing some research on [ subject ] and came across your profile. I noticed that you're a dog lover, curious about what kind of pup you've got? My wife and I have a labradoodle, who just turned two this month. She has been such a blessing to the family. I also noticed you love to make your own gelato. That's really cool (literally!) and something I plan to learn to do!

Challenge

I'm writing specifically, however, as I suspect you've spent countless late nights working on an RFP or key client initiative that was dumped on your desk last minute by a partner. Depending on how many partners you support, this may be the norm.

Without the right software, you end up digging through several different folders, platforms, and even emails to find marketing lists, client segments, published articles, and development updates...with no end in sight...

[ company name ] gets you to that destination faster.

For example, unlike typical CRM platforms, [ blur out ] enhances your efforts to grow business in new markets. It's not just content management and lists, it's the ability to segment your client base, identify existing clients that could expand practice areas, and quickly pull history on those relationships to create more impactful campaigns.

And all those challenges can be addressed using one resource.

Objection handling

While you may be anticipating a long, drawn-out implementation process, [ blur out ] is user-friendly, and agile to your workflow. You don't even need an enterprise plan that traditionally runs up the cost, as we implemented a named-user.

Interested in learning more?

Cheers,  
Todd

Value proposition

The close

## Example #3:

Non-salesy first sentence

### Benji the Bengal's Favorite Pilot/Flying J ☺

Josh G <Josh@coupons2go.com>  
to me ▾

9:14 AM (8 hours ago)

SMYKM  
subject Line

Transition

Hi Jim,

We haven't met yet, but I'm Josh and I run the couponing program at Coupons2Go. I often drive across the country for work and whenever I can, I stop at a Pilot/Flying J – y'all have hands down the best experience of any travel center! When I saw you went to Buffalo State I wanted to drop you a line of some Flying J Trivia.

Here it is: the closest Pilot/Flying J to Buffalo State is in what country?

While that percolates, the real reason I'm reaching out is to chat about Coupons2Go. My guess is, if you could find a way to both delight Pilot's 1.5m daily customers and increase per-transaction revenue by 20% or more, you'd do it. But it's hard to make that kind of impact at your scale.

Value proposition

That's exactly what we do at Coupons2Go. While you do already have some awesome couponing strategies in place, our digital coupons have a massive nationwide reach that have helped some of our (lesser) competitors break their quarterly sales targets already.

The close

If you're up for a chat about this I'd be thrilled to find a time whenever is convenient for you.

Cheers!  
Josh

Challenge

Objection handling

(P.S....the answer is....Canada!!!)