

A top-down view of a person's hands typing on a laptop keyboard. A large blue circle is overlaid on the center of the image, containing the title text. The background is a grayscale image of a desk with a laptop, a small potted plant, a pair of headphones, and a book.

The Components of a Great Email



Your job is to
make sure
they keep
reading



A grayscale photograph of a person from the chest up, wearing a light-colored, textured sweater. They are holding a smartphone in their right hand, looking down at the screen. A large, solid blue diamond is superimposed over the center of the image, partially obscuring the person's torso and the phone. Inside the diamond, the text "Keep it short" is written in a white, sans-serif font.

Keep it short



Three Components of a great email:

1. Start with something personal about them
2. Provide a compelling reason for them to care about you
3. Make it easy for them to say “yes”



Let's use this email as an example

Hi Elliot,

I am reaching out because I came across your profile on LinkedIn and noticed that you studied Russian in college. How cool! Привет мой друг!

I am the founder of a successful tech blog that can help drive valuable traffic to Udemy and I wanted to see if you are available to chat about how we can help grow your user-base.

Are you free next Tuesday or Wednesday at 10am or 1pm PT? Let me know works best and we can discuss more.

Talk to you soon,
Good Prospector



Start with something about them

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Give them a reason to care about you

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Make it easy for them to say “yes”

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Another Example:

I recently stumbled across your Ted Talk about Leadership and it really resonated with me. I particularly like how you discussed leaders giving their team the space to fail.

I am reaching out because I head up the Strategic Content Acquisition team at Udemy and I think you would be a perfect fit for our new Leadership Content Initiative teaching our students about Leadership skills.

Can we chat for 15 minutes next Monday or Tuesday at 3pm PT? Let me know what works best and I'll send over a quick calendar invite.

I'm reaching out because I noticed on your Career Site that Glassdoor values education and training for their employees in a big way and I think we can help.

I'd love to setup a chat to show you how Udemy's powerful online education product that has helped companies like LinkedIn and Indeed improve key skills for their employees.

How does next Tuesday at 10am or 1pm PT work for you? Let me know and I'll get something on our calendars.



Three Components of a great email:

1. Start with something personal about them
2. Provide a compelling reason for them to care about you
3. Make it easy for them to say “yes”

A person wearing a grey sweater is holding a smartphone. A large blue diamond is overlaid on the image, containing the text 'A Few Final Points' in white. The background is a blurred indoor setting.

A Few Final Points



Addressing the prospect

- Use “Hi” or “Hey”
 - ie: “Hi Elliot,” or “Hey Elliot,”
- Find their preferred Name
 - “Alex” vs. “Alexander” vs. “Xander”
 - Use LinkedIn

Concluding the email

- Use “Best” not “Sincerely”
- Use a clean email signature

This:



Not This:

