

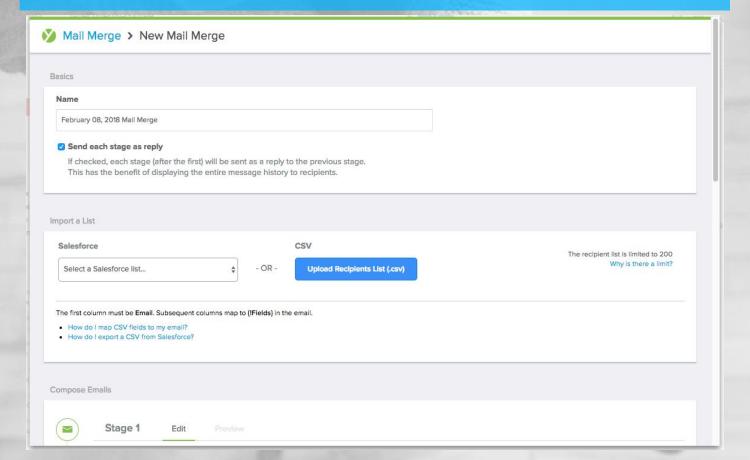


What this lecture is all about:

1. The mechanics of mass emailing

2. Mass emailing strategy

Use a Tool Like Yesware:



Mail Merge Makes Mass Email Work

Hi {!First_name},

I'm reaching out to schedule a meeting with the head of people at {!Company_name}.

How does next week at 2pm PT work for you?

Best,

Elliot



Mass Emailing Strategy:

- 1. Get Personal... en masse
 - a. Reach out to similar accounts or contacts
 - b. Be thoughtful about your merge fields
- 2. Make a campaign
- 3. Use what we learned in the cold email section

Be thoughtful about your merge fields

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	A	В	С	D	Ε
1	Email	First_name	Book_topic	Book_title	
2	john@johnsmith.com	John	Leadership	How to be a Boss	
3	emma@abccompany.com	Emma	Mindfulness	Mindfulness and the Workplace	
4	candice.kim@xyzcompany.com	Candice	Personal Finance	Building Wealth for Millenials	
5	meghan_duarte@cool.com	Meghan	Entrepreneurship	Starting a Business in 5 Easy Steps	
6	simon.simons@simon.com	Simon	Career Development	The Ultimate Guide to Crushing Your	Interview
7			1001		
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Let's go back to this email:

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.



A Similar Mass email for the Authors

Hi {!First_name},

I recently stumbled across your great book: {!Book_title} and it really resonated with me.

I'm 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 {!Book_topic} Initiative teaching our students about {!Book_topic}.

Do you have time later this week to chat more? I am free on Wednesday and Thursday at 11am and 1pm Pacific. Let me know what works best and I'll send over a calendar invite.

Looking forward to hearing from you, Elliot



What John Sees:

Hi John,

I recently stumbled across your great book: How to be a Boss and it really resonated with me.

I'm 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 Initiative teaching our students about Leadership.

Do you have time later this week to chat more? I am free on Wednesday and Thursday at 11am and 1pm Pacific. Let me know what works best and I'll send over a calendar invite.

Looking forward to hearing from you,

Elliot



Short and Sweet Follow-up Email:

Hi Elliot,

I'm reaching out again to see if you can chat about driving our engaged tech audience to Udemy. It looks like tech courses are a big part of your business, so I think there could be a great audience fit.

How does next Wednesday at 11am or 2pm PT work for a quick chat? Let me know and I'll send over a calendar invite.

Best, Good Prospector



Short and Sweet Mass Email:

Hi {!First_name},

I just want to reach out again to chat about converting your book {!Book_title} into an engaging Udemy course. I think you would be a great instructor for Udemy's large and rapidly growing audience of {!Book_topic} students.

How does next Wednesday at 11am or 2pm PT work for a quick chat? Let me know and I'll send over a calendar invite.

Thanks, Elliot