

A grayscale photograph of a person's hands typing on a laptop keyboard. A large, semi-transparent blue circle is centered over the keyboard. Inside this circle, the text "Principle 1: Sell a meeting, not your product" is written in white, bold, sans-serif font. The background shows a wooden desk with a pair of white earbuds, a small potted plant, and a stack of books to the right of the laptop.

**Principle 1:
Sell a meeting, not
your product**



This is the
most common
mistake I see

A grayscale photograph of a person from the chest up, wearing a grey ribbed sweater. They are holding a smartphone in their right hand, looking down at the screen. A large, bright blue diamond shape is superimposed over the center of the image, containing white text. The background is a blurred indoor setting with a desk and some equipment.

**You can't
sell your product
in a cold email**



**Your goal:
schedule a
meeting...
period.**





What do you think of this email?

Dear Elliot,

I am writing because I think you would be a perfect fit for my company's just-released new widget!

My company, ACME Widgets, has a long track record of making top notch widgets. Founded 75 years ago by the king of widgets himself, John Johnson, we are best in class. For 20 years running, ACME Widgets has won the annual Best Widget award by the Widget Association of America (WAA).

In fact, our just-released new widget has the best specs of any widget ever made. They are twice as long and 3 times more durable than our previous, best in class model....



It's still going...

Here is what one of our clients said about our new widget:

“This new widget is amazing! I honestly thought ACME Widgets couldn't do any better, but then they released this model!”

You see Elliot, with these kinds of endorsements, how can you say no? It sounds like we should probably get on a call to discuss this in more detail. Let me know what works or call me at: 555-1234

From,

Prospector who hasn't taken this course yet

Hey there,

Hope you are having a good time :)

I'm [redacted] founder of [redacted]

I've seen that you are involved into PSD Conversion Services and have pretty good tails of hard work. I'd like to provide you an opportunity of getting highlighted through our popular blog posts **which are ranking in Top Google SERPs and getting 3900+ visits every month combined.**

"10 Best PSD To HTML5 Service Providers For 2017" - <https://goo.gl/gndFM2>

"Top 10 PSD To WordPress Conversion Service Providers For 2017"- <https://goo.gl/FTZatN>

Highlights of the posts:

- Monthly visits on each post: 1900+

- Both posts are Ranking in Top Google SERPs

- Geo Location of traffic: 70% from USA, European countries, Australia and UK.

Benefits of Listing:

- 3900+ Visitors will see your company every month

- Good number of visitors you will get every month

- Increased Online Visibility / Brand Awareness

Current Available Spots in PSD to WordPress List - 6th & 7th

Current Available Spots in PSD to HTML5 List - 5th & 6th

You can verify the amount of traffic posts are getting, by clicking on these Links of Google Analytics screenshots: <http://prnt.sc/e8khco>, <http://prnt.sc/en1qp1>, <http://prnt.sc/en1nls>, and <http://prnt.sc/e8khhp>

Let us know your thoughts.

Best Regards,

[redacted]



A much better option:

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

A top-down view of a wooden desk. In the center is a spiral-bound notebook with blank white pages. A silver pen lies on the bottom page. To the top right is a paint palette with various shades of paint. To the top left is a small bowl containing fruit. In the bottom left corner, a white headset is visible. A bright blue horizontal band is superimposed over the middle of the notebook.

sell a meeting, not your product