A top-down view of a person's hands typing on a laptop keyboard. A large, semi-transparent blue circle is centered over the keyboard, containing the text 'Principle 2: Make a campaign' in white. The background is a light-colored wooden desk. To the left of the laptop, there is a pair of white earbuds and a small potted plant. To the right, there is a stack of books.

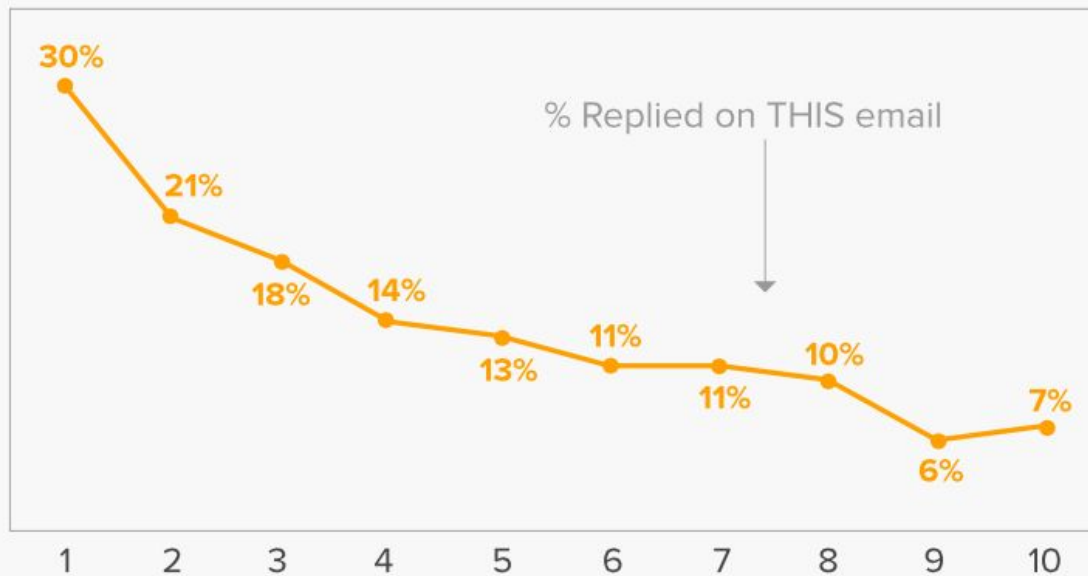
Principle 2: Make a campaign

A big secret about good prospecting:
reach out a lot

6 Kom

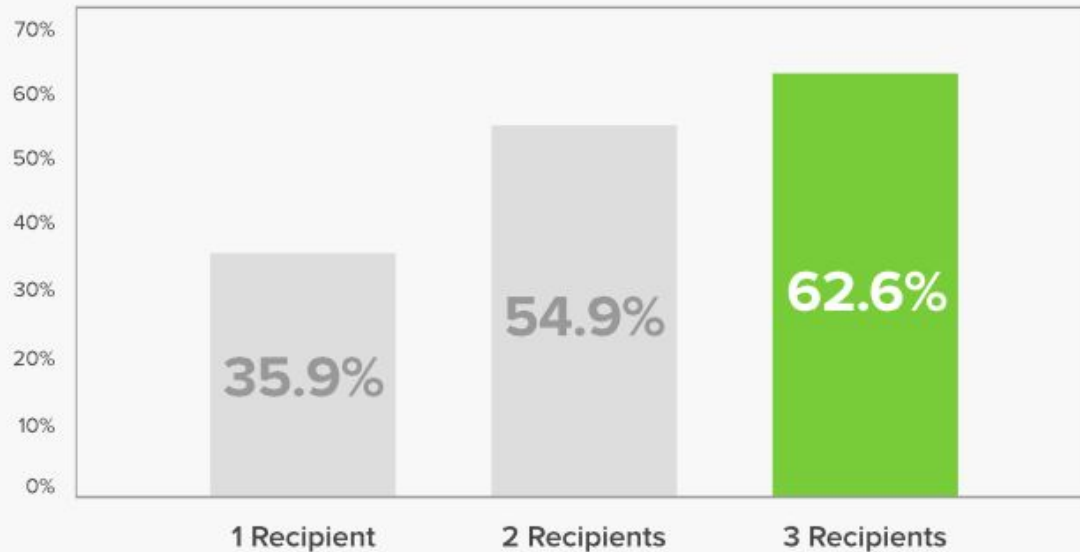
THE DATA IS CLEAR:

How Many Emails Should I Send to
Get the First Reply?



IT'S NOT JUST THE NUMBER OF TOUCHES:

Email Three Recipients for Best Reply Rate





Things to think about when building your campaign:

- Number of touches
- Number of recipients
- To: or Cc:
- Type of touch: email vs. phone, etc.
- Time between touches
- Days and times of day
- Messaging of each touch

CAMPAIGN DETAILS EXAMPLE:

Touch	Day	Day of Week	Time	Type	Message
1	1	Monday	6:00 AM	email	cold email 1
2	3	Wednesday	6:00 AM	email	follow-up cold email 1
3	5	Friday	4:00 PM	phone	voicemail 1
4	5	Friday	4:15 PM	email	voicemail follow-up
5	7	Sunday	3:00 PM	email	follow-up cold email 2
6	9	Tuesday	9:00 AM	phone	voicemail 2
7	9	Tuesday	9:15 AM	email	voicemail follow-up
8	12	Friday	10:00 AM	email	break-up email

A top-down view of a wooden desk. In the center is a spiral-bound notebook with two blank white pages. A silver pen lies on the bottom page. To the top left is a small bowl of fruit. To the top right is a paint palette. To the bottom left is a white headset. A blue horizontal band with white text is overlaid on the notebook.

Always make a multi-touch campaign