

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 4: Get personal' 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 4: Get personal

A person wearing a grey sweater is shown from the chest up, looking down. A large blue diamond is superimposed over the center of the image, containing white text. The background is a blurred indoor setting with a table and chairs.

People Don't Care About You

They Care About
Themselves



So... make
sure you talk
about them

Another example of a bad email:

Hi! My name is [redacted] and I am the lead product reviewer at [redacted]. *I am a homeschooling mom of 3* and I have a passion for reviewing and promoting homeschool curriculum so that other parents can learn more about every option they have available to them. We are gearing up for Back-to-Homeschool season and I would love to find a way to review your products before our busy season gets into full swing.

Not only do our reviews get heavily promoted all year, but they live on [redacted] indefinitely. We also syndicate each review on multiple websites, including [redacted] and [redacted], as well as promote on various social media channels, including our own and some of our partners, who reach millions per week on social media alone.

Here is our traffic stats from July of 2016!

197,710 unique visitors

782,954 total page views

Here is more information about Audience Demographics:

Audience of 92% women

66% are ages 25-44

81% attended College or Grad School

77% have a Household Income of \$50k or higher

100% are Homeschoolers & Parents.

We reach up to 25 million each week with our Partnership network.

I would love to work with you and produce a quality review of your product before the Back-to-Homeschool season is in full swing.

Here are some examples of reviews we have done in the past that have done exceptionally well and had great ROI for our clients.

<http://www.howtohomeschool.net/bible-study-guide-for-all-ages-review/>

<http://www.howtohomeschool.net/life-of-fred-everything-need-know/>

Here is what one of our clients had to say about the review we did for them last year:

"Working with [redacted] was one of the best decisions I've made. Not only were they incredibly professional, they did a great job showcasing our products. We have had a 7X ROI in the first year alone from one of our product reviews and we keep getting sales from it months after the review published. They do a wonderful job promoting on social media and we have done more with them over the last year than I had ever anticipated. Everything we have done with them has been professional, well done, and has created a positive ROI for our business. Thank you!" ~Katie, Life of Fred

I would love to work with you on this. Let me know if you have any questions. More information is below

Let's take a closer look:

Hi! My name is [redacted] and I am the lead product reviewer at [redacted]. I am a homeschooling mom of 3 and I have a passion for reviewing and promoting homeschool curriculum so that other parents can learn more about every option they have available to them. We are gearing up for Back-to-Homeschool season and I would love to find a way to review your products before our busy season gets into full swing.

Not only do our reviews get heavily promoted all year, but they live on [redacted] indefinitely. We also syndicate each review on multiple websites, including [redacted] and [redacted], as well as promote on various social media channels, including our own and some of our partners, who reach millions per week on social media alone.

Here is our traffic stats from July of 2016!

197,710 unique visitors

782,954 total page views

Here is more information about Audience Demographics:

Audience of 92% women

66% are ages 25-44

81% attended College or Grad School

77% have a Household Income of \$50k or higher

100% are Homeschoolers & Parents.

We reach up to 25 million each week with our Partnership network.

I would love to work with you and produce a quality review of your product before the Back-to-Homeschool season is in full swing.

Here are some examples of reviews we have done in the past that have done exceptionally well and had great ROI for our clients.

<http://www.howtohomeschool.net/bible-study-guide-for-all-ages-review/>

<http://www.howtohomeschool.net/life-of-fred-everything-need-know/>

Here is what one of our clients had to say about the review we did for them last year:

"Working with Jessica & Jill from HowToHomeschool.net was one of the best decisions I've made. Not only were they incredibly professional, they did a great job showcasing our products. We have had a 7X ROI in the first year alone from one of our product reviews and we keep getting sales from it months after the review published. They do a wonderful job promoting on social media and we have done more with them over the last year than I had ever anticipated. Everything we have done with them has been professional, well done, and has created a positive ROI for our business. Thank you!" ~Katie, Life of Fred

I would love to work with you on this. Let me know if you have any questions. More information is below



Let's go back to this email:

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

Tier A follow-up email example

Hi Elliot,

I saw this on Instagram and want to make sure I wished you a Happy 7th Birthday!



I can't believe it has only been 7 years, it is hard to imagine a world where Glassdoor didn't exist! I want to follow-up on my last email and see whether you have 15 minutes to chat about how we can help your business grow.

How does 9am or 2pm PT work for you tomorrow or Thursday? Let me know and I'll send over a calendar invite.

Best,
Person who's taken this UdeMy Course

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

Getting Personal
helps you
differentiate
yourself

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 right is a paint palette with several colors. To the top left is a small bowl of fruit. In the bottom left corner is a white headset. A blue horizontal band is overlaid across the middle of the notebook.

*Get personal and talk about them or
their company*