


# Mass Emailing Rules of Thumb



## What this lecture is all about:

1. The mechanics of mass emailing
2. Mass emailing strategy

# Use a Tool Like Yesware:

 Mail Merge > New Mail Merge

Basics

**Name**

☒ **Send each stage as reply**  
If checked, each stage (after the first) will be sent as a reply to the previous stage.  
This has the benefit of displaying the entire message history to recipients.

Import a List

**Salesforce**

- OR -


**CSV**

The recipient list is limited to 200  
[Why is there a limit?](#)

The first column must be **Email**. Subsequent columns map to **{Fields}** in the email.

- [How do I map CSV fields to my email?](#)
- [How do I export a CSV from Salesforce?](#)

Compose Emails

 **Stage 1** [Edit](#) [Preview](#)

# 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

Yesware Lead List					
File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive					
100% Arial 10 B I <u>A</u> [Text Alignment Icons]					
fx [Formula Bar]					
	A	B	C	D	E
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					
8					



[illegible]



# 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