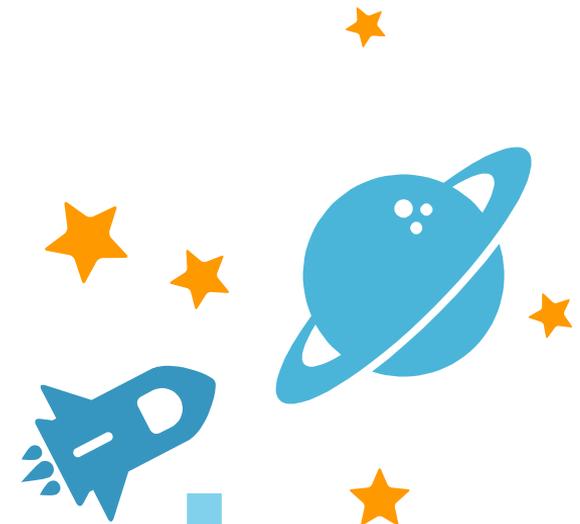


COLD EMAILING TIPS & SCRIPTS



The OLD Way of E-Mailing Clients Doesn't Work

- » E-Mail marketing can be one of the absolutely best way to get new clients, but the OLD way of sending e-mails is less and less effective.
 - » The old way of sending a “sales” e-mail to 500 people at one time doesn't cut it anymore... if you want the best results, you need to get *personal*.
 - » When you send one-on-one emails you will almost always will get a response VS. sending a mass sales e-mail.
- 



The Pre-Launch

You got to do this before you launch your email
over to your potential client.



1. Who Is Your Ideal Client?

- » Do you know who you want to reach?
 - » What are their goals and fears?
 - » What motivates them?
 - » What do they currently do at their company?
 - » How exactly can you help them?
- 



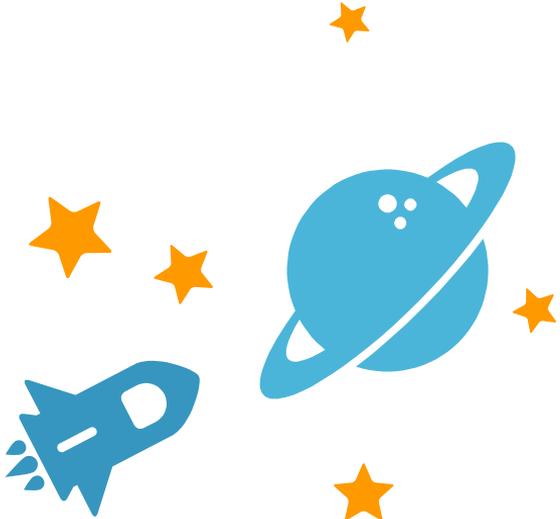
2. Where can you find them?

- » Facebook
 - » LinkedIn
 - » Twitter
 - » Google Search
 - » Etc...
- 



3. Get Their Primary E-Mail

- » Check their website or social media accounts
 - » Check hunter.io, connect.clearbit.com, or sellhack.com
 - » Or guess! Here's a great tool to give you ideas for combinations: [E-Mail Permutator](#) and you can check the combinations with an “e-mail verifier”. A google search will bring up many free services that allow you to enter an e-mail to verify it, but keep in mind they're not always 100% correct.
 - » Keep in mind these are the most common combinations:
 - ◇ `firstname@theirwebsite.com`
 - ◇ `lastname@theirwebsite.com`
 - ◇ `firstnamelastname@theirwebsite.com`
 - ◇ `Firstname_Lastname@theirwebsite.com`
 - ◇ `firstnamelinitial_Lastname@theirwebsite.com`
 - ◇ `Last_first Initial@theirwebsite.com`
- 



The Message



The Love Letter

Hi Mike,

I just read your article about **[What was the article about?]** and wanted to tell you that I loved it!

After reading it I was checking out your **[website / Facebook page]** and have a couple suggestions that I really think would help you out.

I run a marketing agency, and one of my clients is a **[client type]** and they were really struggling to **[paint point that you solved]**. But after a few simple **[changes / suggestion / solution]** they're **[how they're different now]**

I'd really like to send over a couple **[suggestions / recommendations]** that I know would help you out, would that be okay?

Thanks!

Your name





Responding To Job Posting

[First Name],

I was just looking over your website and I think you have some incredible products. It's great to see that you're **[a nonprofit / helping children with disabilities / located right here in my hometown]**.

I saw on **[their website / job site]** that you would like to **[redo their website, design a new logo, etc.]?** One thing that I'd recommend for that would be **[give incredible value through a recommendation, suggestion, or advice that makes them so thankful they opened your message]**.

I can also give you a few more suggestions. Would you be available to chat at 1pm EST tomorrow? Or sometime in the late afternoon?

Thank you!

[Your Name]





Responding To Job Posting #2

Hi [first name],

I recently saw your **[article / speech on YouTube / something that you did]** and wanted to tell you that I absolutely loved it. I've already implemented the steps you've mentioned in your **[article / speech on YouTube]** and I've already started to see results in my business, so thank you for that! **[be genuine - only say this if you really did love it and if it really did help you]**

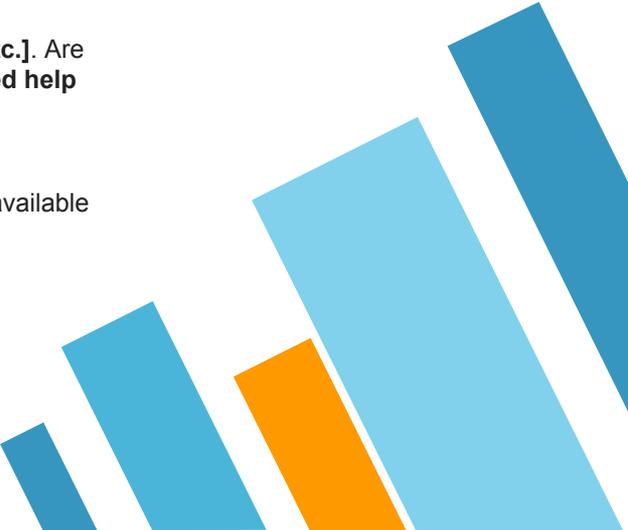
I also saw on your company's site that you're looking for **[a developer, assistant, designer, etc.]**. Are you still trying to find someone? I'd love to talk more about helping you out with **[what they need help with]**.

The reason why I would be the perfect person to help you out is **[reason here...]**.

I'd love to speak with you more about how I can help you at **[their company name]**. Are you available on Wednesday morning for us to chat for a few minutes?

Thank you!

[Your Name]





Cold E-Mailing Tips

- » The e-mail should take no more than 15- 20 seconds to read and should grab their attention in 3 seconds.
 - » Don't sell on the first e-mail, you only want to get a response and start building the relationship.
 - » Don't make them have to think about what they need to say if they want to answer your e-mail. The absolute best is if they can reply with one word like, "sure!" or "yes!".
- 

Want More?

For a comprehensive walk through including what you should and shouldn't say when contacting a prospect (as well as the psychology behind it) then make sure to check out our full *IdeaTo1K* Course.

[You can get on the course waiting list by clicking here >>](#)

