



CLASS HANDOUT:

How to Get Your First Set of Clients with Short Prospecting Emails

Why This Prospecting Approach Works

Think of warm email prospecting as "artisanal prospecting." Each email must be personally handcrafted and written *for one person only*.

When done right, a warm email positions you as a knowledgeable professional with a very relevant and timely message.

It's one of the quickest, most cost-effective ways to attract and land high-quality clients—without the unpleasantness of cold calling or the costs and time requirements involved with most traditional marketing tactics.

The three essential elements for a powerful warm email:

1. Personalization
2. Relevance
3. Brevity

Once you have a response, it becomes *much* easier to engage the prospect in a dialogue about your services.

The Template

SUBJECT LINE: [Meaningful Connection]

EMAIL BODY:

[Meaningful Connection]

[Value Statement]

[Credibility URL]

[Soft Invitation to Connect]

[Email Signature]

- + **Meaningful Connection:** A statement that ties what you do to something you noticed about that particular prospect.
- + **Value Statement:** A sentence or two that explains what you do, for whom you do it, and why you're different from many competitors. It can also explain why that difference matters.
- + **Credibility URL:** A link to your "About Me" page, some relevant samples, testimonials, a success story about how you helped a client solve a challenge, or anything that would help you sound credible. It doesn't have to be a link (can be a description of something you've done that gives you credibility).
- + **Invitation to Connect:** Keep it low-key. You could ask, "Should we connect?" or maybe, "Would it make sense to schedule a brief call soon?"

Keep your email short and to the point: **125 words or less!**

The Four Types of Meaningful Connections

There are **four** reliable types of connections you can make in your email:

#1: Point to a Trigger Event

The best way to find these trigger events is to **scour industry and trade publications** for the target markets you're going after.

SAMPLE EMAIL SCRIPT:

SUBJECT: Read about Slate in the Houston Business Chronicle

Hi Meredith,

I read in the Houston Business Journal about Slate's impressive growth – from zero to more than 1,100 employees in just three years. Congrats!

I'm writing because I may be able to help you clearly and concisely communicate with your employees. Among my 10-plus years of professional writing experience is more than seven years writing employee and benefits communications.

I've won several awards for my writing, including the PR Communicator of the Year award from the Houston Press Club. And I excel in translating corporate-speak into engaging content that employees will take time to read.

You can see samples of my work at [URL].

Would it make sense for us to connect in the next few weeks?

#2: Point to a Trigger Attribute

These are attributes about an organization that would trigger a potential need for your services.

Unlike trigger events, trigger attributes are NOT event-related. Rather, they're based on something the prospect has been doing for a while (a trend), or it's just part of who they are or what they stand for.

Examples:

- "Hey, Mr. Prospect: I noticed that you have quite a few _____ posted on your website."
- "Hey, Mr. Prospect: I noticed that you're starting to really go after the _____ market."
- "Hey, Mr. Prospect: I noticed that you do a lot of work in this area..."
- "I know that marketing and selling _____ (type of product) often requires a lot of _____."
- "I saw the _____ you've launched. Have you considered doing _____ with that content?"

SAMPLE EMAIL SCRIPT:

SUBJECT LINE: Been watching your "Big Data" webinar series

Hi Max,

I've been watching your recent "Big Data" webinar series. I couldn't agree more about the importance of moving this discussion to the boardroom.

I'm writing because I'm a technology veteran who works work with enterprise software companies to repurpose business white papers into webinar content, video scripts, road shows and other compelling content formats. I've worked with ABC Data, XYZ Tech and others on similar projects.

Here are some samples of my work: [URL]

I'd love to chat briefly and run some ideas by you. If this sounds interesting, let me know when would be a good day and time to discuss.

#3: Name a Relevant Client, Accomplishment, Experience or Knowledge

This about pointing out something about your background, experience or skill set that would be attractive to the prospect—and then briefly explaining how it could be relevant and valuable to them.

Note: It does NOT need to be about your freelance experience. It can (and often is) about something outside your freelance career.

Examples:

- I was a high-school teacher for 22 years (training/education co)
- I was an analyst for Forrester Research for 7 years
- I was in hotel management for 12 years
- I've worked in and around the renewable energy industry for 8 years
- As a journalist I've been writing about renewable energy for the past 4 years
- I'm a Salesforce.com certified developer, so I understand _____
- I've written for XYZ Co. and ABC, Inc.
- My family has been in the auto parts industry for over 60 years
- I'm a passionate gardener

SAMPLE EMAIL SCRIPT:

SUBJECT: Love what you're doing with Sparx

Hi Belinda,

I've been following the growth of your Sparx online learning initiative. I'm very impressed with what you're doing here and the impact it's having on high school students.

I'm not sure how you're handling the writing of your marketing content, but I'd love to know what it would take to be considered for some of these needs.

I was a high school teacher for 22 years and now focus on writing marketing content for training and online learning companies. I use my experience as an educator and as an avid proponent of online learning to deliver persuasive writing that hits the mark.

You can learn more about me and my work here: [URL]

Should we connect?

#4: Leverage a Mutual Contact

This is about looking at your personal and professional network and trying to see if there's a connection to a key contact in one of your prospect companies.

SAMPLE EMAIL SCRIPT:

SUBJECT LINE: Jody Beasley at CGI

Hi Dennis,

I'm calling because I've recently launched a commercial writing business. Specifically, I'm leveraging my corporate training experience to help companies in that industry write better marketing and sales materials.

I've been working on putting together a very targeted list of prospects—companies I really believe I can help. One of these companies is CGI. And while doing a search in LinkedIn, I saw that you were connected to Jody Beasley.

Wanted to see if you could introduce me to Jody so we could determine if my services would be of value to CGI.

I've found that many companies in that industry have more marketing materials to write than they have time or resources to create them. And I can help fill that need in an affordable way.

Thanks for any help you could provide.

Launch Emails

Launch emails are a type of warm email that you send only to people in your personal and professional network.

Your objective is to let them know about your new business and ask for their help in either hiring you directly (where appropriate) or referring you to people who may have a need you can fill.

Here are the basic elements you need to include in your launch emails:

1. Position your new venture as a business, not a hobby
2. Clearly explain what you're doing, for whom and why you're different
3. Show that there is a demand for this service
4. Express your request clearly
5. Come across as a professional, not as an aggressive bully
6. Pave the way for a follow-up call.

SAMPLE EMAIL SCRIPT:

Hi Joe.

It's been a while since we connected. Hope you, Amanda and the kids are doing well. Last time we met for lunch, your oldest son was about to leave for college. I hope that went well and than he's adjusting nicely to college life at Georgia.

I'm writing because I've recently launched a commercial writing business, and I was curious if someone in your professional network could potentially benefit from my services.

Content marketing has gone mainstream. Yet companies are stretched thin and can't handle most of their content writing in house.

I can fill that need in an affordable way — whether it's website content or sales collateral, articles, reports, white papers or virtually any type of marketing content.

My ideal prospect is a business that sells something new, expensive or complex. Those are the factors that typically require lots of marketing and sales content.

*Here's a link to my website, where I have additional information:
www.XYZ.com.*

If you think of someone who meets these criteria, would you be willing to make a short email introduction? I assure you that I will treat anyone you send my way with the utmost respect and courtesy.

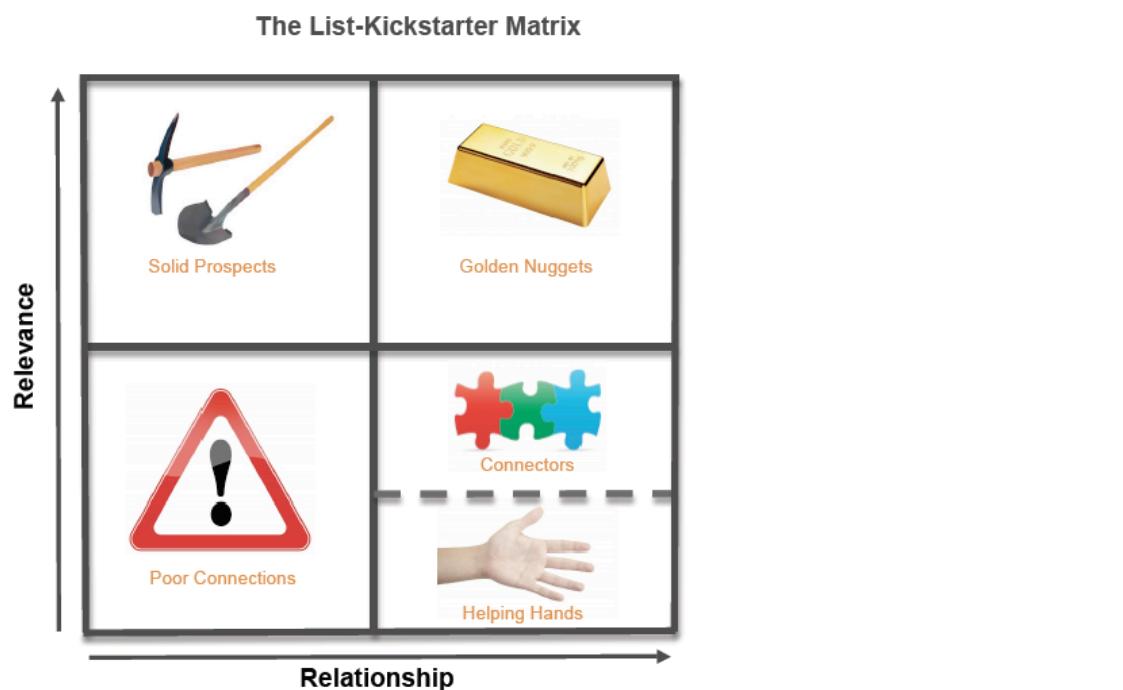
Thanks in advance, Joe. And don't hesitate to call me if you have any questions. Either way, let's catch up soon. I'd love to buy you lunch if you're available sometime over the next couple of weeks.

Tim Burns

Prioritize Your Outreach

One of the biggest challenges with prospecting for clients isn't finding prospects to approach. Rather, it's about narrowing down your field.

You have to prioritize your efforts. And that's where my List Kickstarter Matrix (LKM) can help.



To prioritize your outreach:

1. Go through your address book and separate every contact you have as either a Golden Nugget, Connector or Helping Hand.
2. Send a personalized launch email to all these folks, in that order—Golden Nugget, Connector or Helping Hand. Alter the script as needed based on what you know about that person.
3. Once you've contacted every Golden Nugget, Connector and Helping Hand once, create a list of 10 solid prospects (can be a random list—it's just for practice) and send a warm email to each.

How to Find Prospect Names and Titles

Say you're doing some routine prospecting during a time you've scheduled specifically for this sort of thing ... and you run into an article that triggers an idea for a meaningful connection...

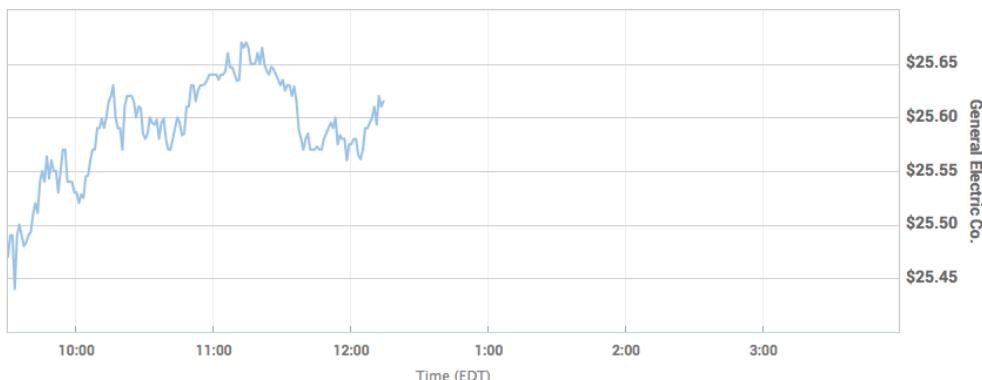
BUSINESSWIRE - BZX [GET EMAIL ALERTS](#)

GE Healthcare to Collaborate with GlaxoSmithKline on Commercial Oncology Testing

Published: Sept 30, 2014 8:00 a.m. ET



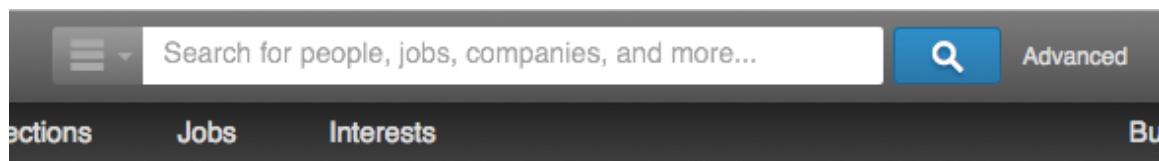
Aa



ALISO VIEJO, Calif., Sep 30, 2014 (BUSINESS WIRE) -- GE Healthcare today announced an agreement between its affiliate, Clarient Diagnostic Services, Inc. (Clarient) and GlaxoSmithKline (GSK). The collaboration aims to improve access to diagnostic

Reading about GE Healthcare motivates you to check them out. And that triggers an idea for a prospecting email.

I log into my LinkedIn account and go directly to the advanced search screen, which again you can get to by clicking on the "Advanced" link to the right of the search field that's on top of the LinkedIn Home screen once you're logged in.



Once there, I type "GE Healthcare" in the Company field. I then type "Marketing Director" in the "Title" field. I click the "Search" button and notice what turns up:

SEARCH

Advanced <

People

Jobs

Keywords

First Name

Last Name

Title

Current or past

Company

Current or past

When I run this search, there are several people at GE Healthcare that meet these criteria.

Current: Sr. Director Global Marketing and Product Management Xcellerex...

 **Lynn E.** GROUP
Director, Marketing Communications, Global Services at GE Healthcare
Greater Milwaukee Area • Hospital & Health Care
[Similar](#)

Connect ▾

 **Bruce Dammann** 2nd
Director of Global Strategic Marketing, Peri-Operative Business
Madison, Wisconsin Area • Medical Devices
[▶ 2 shared connections](#) • [Similar](#)

Current: Director of Global Strategic Marketing, Peri-Operative Business a...
Lead the strategic marketing and product... anesthesia business.
Establish the global marketing...

Past: Director of Marketing at GE Healthcare - Clinical Systems

 **Ramiro Roman** 2nd
Proven sales & marketing strategies for GROWTH!
Greater Milwaukee Area • Hospital & Health Care

Connect ▾

But as I look through that list, I find someone who will likely be a relevant contact for me. Her name is displayed as "Lynn E.":



Lynn E. (See Full Name) 3rd
Director, Marketing Communications, Global Services at
GE Healthcare
Greater Milwaukee Area | Hospital & Health Care

Current GE Healthcare Global Services
Previous GE Healthcare IT & Performance Solutions | GE Healthcare
Partners) Consulting, GE Healthcare Americas Services &
Solutions, GE Energy
Education Southern Illinois University, School of Business

[Send Lynn InMail](#) ▾ 500+
connections

**Full profiles for 3rd-degree connections are available
only to premium account holders.** [Upgrade your account »](#)

Because she's not a first- or second-level connection, I don't have access to her full name or profile. Here's a neat workaround. Copy this individual's name and title and paste it directly into the Google search field.

In this example, I opened another tab in my browser, went to Google, and copied/pasted that whole section, like this:

Google Search

[Web](#) [News](#) [Images](#) [Shopping](#) [Maps](#) [More ▾](#) [Search tools](#)

About 59,500 results (0.62 seconds)

Lynn Eversgerd | LinkedIn
www.linkedin.com/in/lynneversgerd ▾
Greater Milwaukee Area - Director, Global Services Marketing Communications at GE Healthcare
View Lynn Eversgerd's professional profile on LinkedIn. ... Director, Global Services Marketing Communications at GE Healthcare ... View Lynn's full profile ...

Using Google to Dig Up the Email Address

We have a name and a title, but we don't yet have an email address. And LinkedIn profiles rarely contain email addresses. So how do we find that information?

We go back to Google! Here's one way you can tell Google to dig up this information:

Lynn Eversgerd @gehealthcare.com

What you're asking Google is to give you any instances of the words "Lynn" and "Eversgerd" along with the term "@gehealthcare.com."

Here's what happened when I Googled that:

[General Electric Company - Fairfield, US-CT, 203-373-2211](#)

[free.salesfuel.com/CoIntell/CoDetailsPersonnel.aspx?CompanyID=56050](#) ▾

She most recently served in a corporate role to help close the sale of GE Plastics to Saudi Title: Manager, Corporate Identity, Email: lynn.eversgerd@ge.com.

The seventh search result turned up her email address!

Data.com Connect (Previously "Jigsaw")

If I can't find a contact's email address using the Google techniques I showed you earlier, Data.com Connect is my fallback resource. Data.com Connect is basically a crowdsourced online database of downloadable company and contact information.

Here's a search I did recently in Data.com Connect. I was searching for contact information for a marketing manager by the name of "Marielle Covington" who works at the software company Autodesk. I never found her email address in Google, so I tried searching for her in Data.com Connect

Here's what turned up...

1 contacts found for your advanced search [Revise search»](#)

		Get Contacts ▾		Save this Search		Show : 50 ▾ 1 - 1 of 1 ◀◀ Page 1 ▶▶ of 1 ▶▶				
		Name	Company	Title	City	State	Country	Updated		
<input type="checkbox"/>				Covington, Marielle	Autodesk, Inc.	Marketing Manager	San Rafael	CA	United States	09/04/13

She's in the system! At this point I can click on her name and use some of my points to get her email address.

I've found that if I can't uncover someone's email address using all the other techniques I've shown you here, I can find it in Data.com Connect about 80% of the time.

Free PDF: 51 Subject Line Ideas for Warm Emails

If you enjoyed this training, and if you want more ideas to help you craft effective warm emails, I have a gift for you...

It's a PDF "swipe file" with 51 powerful subject line ideas for your warm emails. It also includes five key guidelines for crafting better subject lines.

This thing is going to save you quite a bit of time. And it will help you come up with better ideas.

Grab your FREE copy here:

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