



Using Email to Grow Your Business

Sample Prospecting Email Success Guide

Sample 1 – Demonstrating Awareness of Their Company and Its Goals

Subject Line: Page 6 of your annual report

Hi First Name,

In reading your firm's annual report, I see that fostering diversity and inclusion in your workforce and supplier base in a high priority.

I recently helped a 250-person consulting firm raise the percentage of certified diverse suppliers and vendors ready and able to work with the firm by 17.9% in two months. This positioned the company to win a \$12 million government contract with the state of Florida.

As I said in my phone message last week, depending on what your diversity procurement goals are, the programs we offer can make a significant difference for your firm as you look to work with more small business, women and minority owner businesses.

I know you'll be interested in learning how we've helped other firms in your industry achieve results quickly. I think you'll also be interested to discover how quickly and easily this can be done.

Are you open Monday or Tuesday afternoon of next week for us to set up a time to talk? Let me know what works for you. I look forward to it!

Warmly,
Your Name



Sample 2 - Using a Current Event

Subject Line: Resources to help with your growth spurt

First Name, hi.

I noticed that your company has just made the Baltimore Business Journal's list of fastest growing companies in the area (Congratulations!!)

I'm sure that successfully managing your business growth is top of mind for you right now. Did you know that conservative estimates suggest that over-wired employees – i.e. those who multitask or feel overwhelmed – making \$100k annually cost companies more than \$46,000 each in lost productivity and quality of work?

I have some resources that could possibly be of interest to you. For example, we have a tool that outlines the 8 key steps your employees should take to minimize the time they waste re-reading emails, looking for misplaced documents and moving back and forth between tasks.

If this is of interest, let's set up a 5-minute conversation. Can you talk on Friday at 9 or 10 am?

Sincerely,

Your Name



Sample 3: Leveraging a Referral

Subject Line: Sheila Jones said I should talk with you

First Name, hi. Sheila Jones from HR suggested that I get in touch with you about your learning and organizational development programs. I gleaned from your recent interview in HR Executive Magazine that you're exploring innovative opportunities to better empower your call center managers.

When coaching is provided to managers, companies amplify customer service rates by 48% and reduce customer complaints by 32.3%.

Based on what little I know so far, I have some idea for how your organization might be able to achieve even greater results.

My training programs are delivered virtually so that managers do not have to be "out of pocket" which makes it cost effective and convenient, especially given the nature of call center operations.

Can we schedule a time to speak? How does this Thursday afternoon look for you?

By the way, I'm local, so I'd be happy to meet you in person. Are you available at 2:00?

Best,
Your Name



Sample 4 - Leveraging Awareness of Their Company's Activity

Subject Line: Scheduling a time to talk

Hi First Name,

I noticed from six of your company's recent press releases that you've been speaking at quite a number of technology conferences.

In working with thought leaders such as yourself, I help companies turn every speaking engagement into a sales opportunity by helping them to improve their audience conversion rates by over 22.5% while minimizing the time it takes to make the sale.

I know your time is valuable. If you're not currently seeing an immediate ROI from your presentations, we should talk. I may have a few options worth considering.

I'll give you a call on Wednesday at 11:30 to set up a time when we can discuss this further.

Looking forward to speaking with you!

Regards,
Your Name



Sample 5: Using an Upcoming Event

Subject Line: What would this mean for your sales team?

Hi First Name,

What would it mean to each member of your sales team to gain an extra hour of productive time a day....5 days a week...250 hours (equal to more than 30 eight-hour days – a whole extra month!) each year?

The reason I ask is because I noticed that your annual sales meeting is coming up in a few months and I'm sure you're looking for content that would be immensely valuable.

After participating in one of my workshops, a sales team at a mid-size medical device company similar in size to yours said they were each able to gain at least one hour of extra time every single day.

If this sort of result is something that would be of value to your organization, I'd be delighted to speak with you about putting together a custom program for your upcoming sales meeting.

If you'd like to learn more, let me know. We can set up a time to talk.

Kind regards,

Your Name



Sample 6 – Focusing on a Current Event

Subject Line: Congrats on your new video series

Hi First Name,

Congratulations on your company's new online video series! It's a great concept and really captures the value you are delivering to your clients.

What are your plans for incorporating an opt-in field for a white paper on the website along with the videos? Which would allow you to capture interested prospect's contact information?

The reason I ask is because I help high-tech engineering companies to boost their online opt-in conversion rates by up to 28%. And, because I understand this industry, I'm able to cut the amount of time companies like yours traditionally spend editing and revising marketing copy in half.

If you are looking to achieve something similar, I'd love to ask a few questions to see if it would be okay for me to provide you with a bit more information. Please let me know and we can set up a time to get together.

Sincerely,
Your Name



Sample 7: Playing into Common Business Problem (includes a series of emails)

Email 1 – Subject: Can we set a time to talk?

Hi First Name,

Many directors in employee communications departments like yours are frustrated when they and their employees waste valuable time in unnecessary meetings and conference calls. Last year, I helped a 30-person communications and marketing team to reduce the amount they spend in meetings each month by 38.9% and cut the amount of conference calls they schedule by half.

If this sounds like a result you'd like to boast, let's schedule a time to chat.

By chance are you open Thursday or Friday for us to set up a time to talk? Let me know. I look forward to our discussion.

Warmly,

Your Name

Email 2 – Subject: Time to talk Thursday or Friday?

Hi First Name,

Yes, I realize it's late on Wednesday, and I am just about to call it a day and wanted to touch base with you quickly before I did.

I wanted to follow up per my email below to see if we can squeeze in a call tomorrow or Friday. (Yes, I realize the irony in asking you to schedule a call about not having so many conference calls!)

Thanks,
Your Name

[then reattach the first email with the envelope information.]

Email 3 – Subject: Can we talk Friday at 1:00?

Hi First Name,



Just checking in again per my email below to see if we can talk Friday at 1:00. You may not have seen my messages because you've been in a lot of meetings. ☐

I'd thoroughly enjoy the challenge of helping you cut the amount of time you and your team spends in meetings so that you can make incredible progress toward your high priority projects and initiatives (and not have to use your weekends to do it.)

Let me know if Friday at 1:00 pm will work for you. I'm holding it on my calendar until I hear from you. In case it's easier for you, I'll also give a call to see if I can reach you or your assistant.

I look forward to chatting soon, Rick. Thank you!

[then reattach the first email with the envelope information.]

Note that in the above emails 2 and 3, the original email is forwarded along with the new email. This makes it easy for the recipient to scroll down and see the original email that you are referring to.



Sample 8: Sample Blitz Emails

Hi First Name,

I hope this email finds you well, and that you had a relaxing summer.

In full disclosure, I'm reaching out today in an effort to expand my network.

As you may have noticed from my LinkedIn profile (or maybe not, I know how busy life can be!), lately I've been directing my energies toward expanding my second business, which is a consulting company that I've had for 2 years.

I'm looking to make connections with executives and business leaders at fast-growing and/or fast-moving companies that are up against employee engagement issues, professional development challenges that

I typically work with companies in the technology, medical, financial or product industries, with about XX (50?) to YYY (500?) employees, although it certainly varies.

Based on our relationship through XXXX, and what I know about you, you probably know a few people like this, and would perhaps be willing to introduce me to your connections.

Here's why I'm asking ...

Although not every company needs my services right now, I find that business leaders are always extremely appreciative of having an experienced process improvement expert like me in their go-to rolodex for when the day does come.

Clients that I've worked with experience significant results, including getting more done with less frustration, reducing expenses, meeting project deadlines and of course increasing revenue. For example, one of my clients recently _____(specific anecdote)_____.

I should also mention that the reason I'm reaching out now is that I recently made a strategic shift in my business, which gives me the bandwidth to add 3 to 4 key clients — but I'm really looking for the right clients, ones where I can really help them make a major improvement.

If you know anyone who could benefit from what I'm offering, I've taken the liberty of drafting an email for you. Please don't feel obligated to use it, but I'm sure you're busy and since I'm imposing, I thought I'd try to do some of the work for you.

Thanks in advance for considering it. I'd greatly appreciate it. And if you'd like to connect via phone, please let me know!



Your Name

P.S. If I can return the favor, please don't hesitate to ask. I have a pretty big network myself and would be happy to make connections for you.

Email for you to use... (feel free to edit or use your own words; again, just wanted to save some work on your end!)

Hi First Name,

I want to introduce you to a friend/colleague of mine, Candice Benson. Candice is a process improvement expert who works with fast-growing, fast-paced organizations in your industry that are dealing with either major bottlenecks or undergoing a big change initiative.

After connecting with Candice a few days ago and learning about how she recently helped a _____ company to _____ (achieve specific, tangible result) _____, I thought it would make sense for you to connect with her, if nothing else to have as a knowledgeable resource in your go-to rolodex.

I suggested that you would be a great person for her to meet and feel completely comfortable asking whether you would be open to [meeting with/speaking with her] for 30 minutes or so.

Based on what I know about Candice and her long track record of helping companies like yours to experience ___ (specific result) _____, your 30 minutes will be well spent-even if it's just to explore other ways you might be helpful to each other. Thanks in advance for giving this your thoughtful consideration.

I've copied Candice above. She can also be reached at: _____.

I'm looking forward to hearing how it goes.

Best,
Your Name



Sample 9: Sample LinkedIn Email

Hi First Name -

I hope this e-mail finds you well. I was intrigued by your recent LinkedIn post in the High Tech Council group (which I recently joined) and see that you guide start-ups/early stage funding companies through the challenges of getting their products to market.

I've spent the last 13 years leading highly complex workflow, process and back-end optimization projects for Fortune 50 companies (including several major M&As) but have found that my true passion is sharing my expertise with post-launch start-ups and fast-growing early stage companies looking to maximize revenues & profits in today's challenging business environment.

In my experience, most companies leave lots of money on the table by focusing all their time, energy and resources on the exciting front-end activities involved with a successful product or service and miss substantial opportunities to create sustainable success due to anemic back-office operations.

Most high-energy entrepreneurs and business owners I've met would rather get a root canal than do a "deep dive" on process improvement and that's where I can help. I eat, drink, think, and even dream systems and love helping organizations meet the demands of the customers, exceed their growth goals and ensure everything runs like a well-oiled machine.

I am a big believer in collaborative success and would love an opportunity to sit down for 30 minutes to learn more about how you help companies (so I can keep an ear out for anyone who might be a good fit for your services) and share a bit more about benefits I bring to the right business.

Would you have some time next Thursday or Friday to get together for 30 minutes?

I look forward to connecting.

Best Regards,

Your Name



Sample Client Entry Campaign Starter Message - Introduction

Hi First Name,

Out of respect for your time, I thought an email might be less disruptive than an unannounced phone call.

I was hoping to speak with you on how I can help optimize your success in gaining new business. I work as a freelance Inside Sales specialist in outbound business to business cold calling.

My expertise in Cold Calling can help your Organization to:

- *Increase your Sales Revenues*
- *Generate Higher Profits*
- *Remove your Frustrations on Unreliable Lead / Appointment Channels*
- *Eliminate the Concerns you have with your Sales Growth*
- *Reduce your Operations and Overhead Expenses*

Please let me know when would be a good time to discuss how I can help your organization to reach and exceed your sales goals.

Thank you and I am looking forward to your positive response.

Best Regards,

Your Name



Sample Client Entry Campaign – 10X Approach

Subject: 10X [Company's Name]'s traction in 10 minutes

Hello First Name,

I have an idea that I can explain in 10 minutes that can get [Company] its next 100 best customers.

I recently used this idea to help our client [Client Company/Competitor] almost triple their monthly conversion rate.

First Name, let's schedule a q quick 10 minute call so I can share the idea with you. What works best for you this week?

Best,

Your Name

Why This Email Works:

#1) Exciting Subject Line: The subject line is your gate-keeper, so 50% of cold email work should be spent crafting and testing different subject lines. You want to create an exciting (but credible and not spammy or salesy) subject that intrigues recipients.

#2) Enticing Offer: Give your prospects a reason to respond, and a simple Call To Action. Mentioning your past success with another client they've heard of makes this offer seem more realistic and obtainable.

#3) Personal Feel: The email has the same basic format & tone of an email you'd send to your mom or best friend. When you're too formal, you sound stiff and like a sales-person rather than a person-person.

#4) Social Proof: One of your biggest barriers to selling is risk. No one wants to be the first customer and work with someone without credibility or experience. Mentioning one of your customers and the results you delivered to them makes you less of a risk to start talking to.