

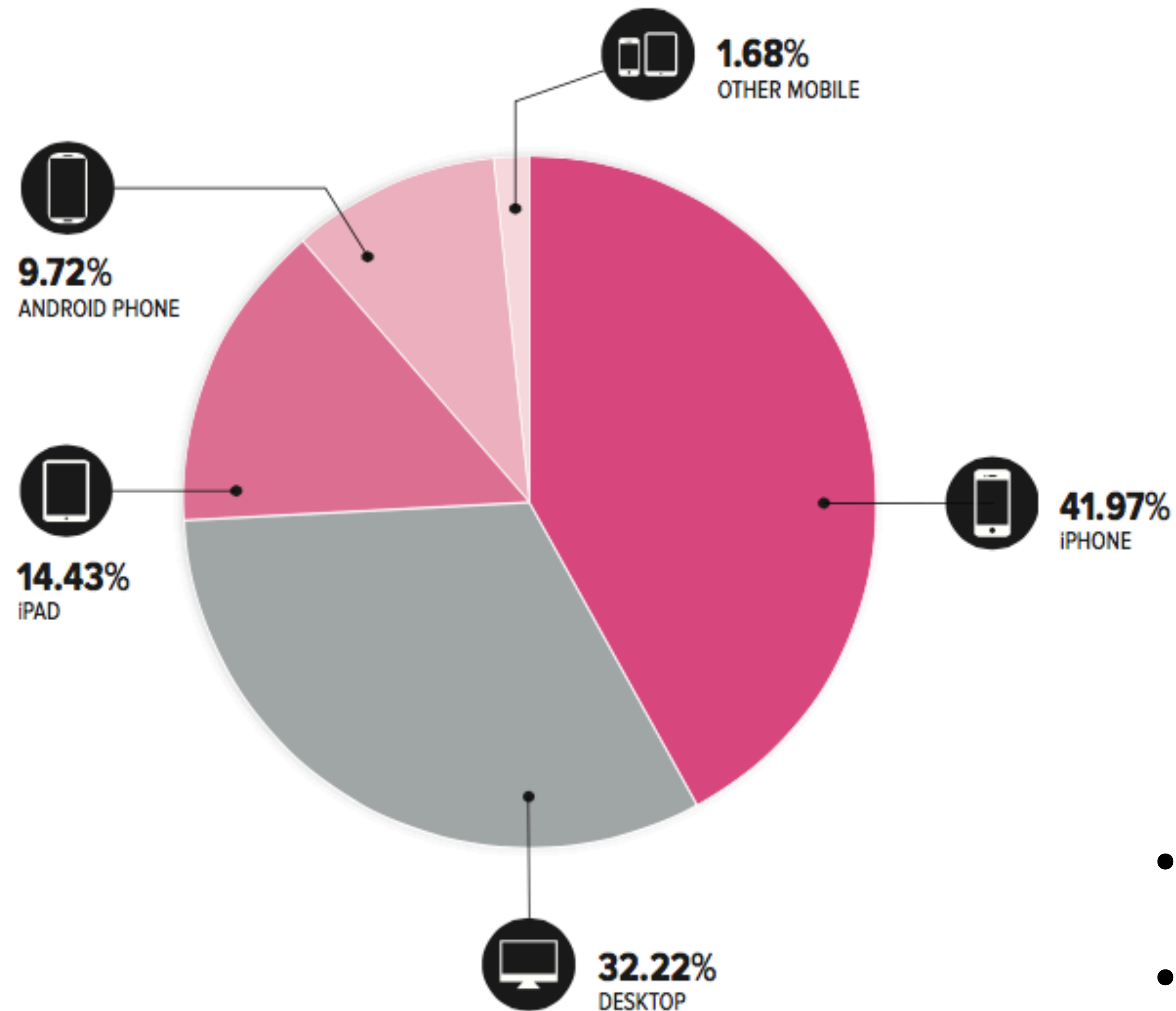
**LENGTH, TONALITY, &

YOUR FIRST SENTENCE**

Email Length

- Two options:
 - Short: 3 to 4 sentences (more common)
 - Long: 8 to 9 sentences
 - long emails require more effort but can be very effective

Where people view email



- 32.22% opened on desktop
- 67.78% opened on mobile

Conversational Tonality



Conversational Tonality

- Write more casually, but still professional
- Don't appear salesy
- People like to do business with people they like

Conversational Tonality

- **Good Example of Conversational Tonality:**

- “Hey Patrick,
I saw that your recently...”

- **Bad Example of Conversational Tonality:**

- “Are you ready to be blown AWAY!...”
- “Good day sir, my company just launched...”
- “FOR A LIMITED TIME...”

Your First Sentence

- Avoid talking about yourself in the first sentence
 - Example: “My name is Patrick and let me tell you about how great my company is...”
- Be mindful about what your prospects want to hear!

HOW TO PERSONALIZE --- YOUR EMAILS

Personalization

- Bring up mentions in the news
- Recent awards they won
- Use hyperlinks
- Personalize subject lines
 - First name, subject line
 - [unique benefit] + geographic location

FORMAT AND SPACING

Spacing

- Make it as EASY to read as possible
- People do not want to do “extra” work

Spacing Example

Hey Tony,

Jason let me know that you were the best person to talk to about direct mail marketing. My company Lob helps Real Estate CRMs increase revenues and attract new customers by enabling them to easily build direct mail capabilities within their CRM with our print & mail API (without the hassle of dealing with traditional print and mail shops). If you are the appropriate person to speak with, what does your calendar look like? If not, who do you recommend I talk to?

Thanks,

Patrick

Spacing Example

Hey Tony,

Jason let me know that you were the best person to talk to about direct mail marketing.

My company Lob helps Real Estate CRMs increase revenues and attract new customers by enabling them to easily build direct mail capabilities within their CRM with our print & mail API (without the hassle of dealing with traditional print and mail shops).

If you are the appropriate person to speak with, what does your calendar look like?

If not, who do you recommend I talk to?

Thanks,

Patrick

Formating

- Do not use any graphic, images, or complex HTML in your cold emails
- Make your cold emails look like how it would if you were to send your friend a friendly email

Formating by SalesBuzz



"I get really, really nervous every time I have to pick up the phone and make a cold call. How do I solve that?"

This is a great question. I've made over 100,000 cold calls in my sales career and I have a little secret for you... I still get the "butterflies" every time I pick up the phone and guess what... I wouldn't have it any other way. Here's why...

It keeps me alert, focused and in the moment

Sales is a tough, tough game. I don't care what anyone else says or the "appearance" that they give on social media. Sales is always a going to be a "what have you done for me lately" atmosphere and you'll never be on autopilot or easy street.

You can be the biggest, baddest lion in the jungle and you still have to get up *every morning* and hit the ground running **or you will starve.**

Formating by Tai Lopez



Tai Lopez <tai@tailopez.com>

to me ▾

patrick,

[This is how you laugh your way to the bank.](#)

In life, you're going to encounter skeptics and cynics — especially when you start achieving success.

My advice?

NEVER try to change their mind.

Instead, keep your eyes on the prize patrick.

Skeptical people who doubt you slow you down.

You **WANT** to get rid of those skeptics in your life.

I call it smoking them out!

It's funny...

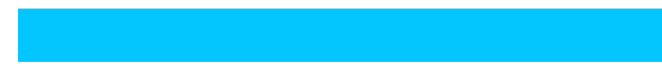
When people in my programs hit 5 to 6 figures a MONTH, they usually get asked how they did it.

Here's how they reply:

"I listened to what Tai said, and I did it."

That's it.

USING A COMPANY EMAIL & FORMATTING YOUR EMAIL SIGNATURE



Company Email

- When you receive an email from:
 - patrick@oracle.com
 - patrick@dangworldwide.com
- It is MUCH more credible
- Compared to:
 - patrick@gmail.com
 - patrick@yahoo.com

If You Do Not Have a Company Email

- Attach your domain name to Google Apps for Business
- If you own MatchaPerfect.com you can add it to Google Apps and claim the @matchaperfect.com domain for email

Get Gmail, Docs, Drive,
and Calendar for
business.

All you need to do your best work, together in one package that works seamlessly from your computer, phone or tablet.



GET STARTED



Formatting Your Email Signature

- Provide more information
- Build credibility
- Appear more professional

Formatting Your Email Signature

- **Essential Info**
 - First Name
 - Last Name
 - Role at Company
 - Company Name
 - Contact Information
 - Social Proof (optional)

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As featured in: [Forbes](#), [Bloomberg](#), and [CNN](#)

If you don't have social proof

- **Offer some form of value and attach a link**
- “Learn how you can [value prop]”
- “See what everyone’s talking about”
- Link to customer case study or successful company story
- “See how other FinTech companies are generating leads”

HAVING A PROFESSIONAL WEBSITE

Your Professional Website

- The first thing someone checks when they receive your cold email is your website!
- Make sure it your website:
 - Clearly demonstrates how you help your clients
 - Testimonies and customer success stories
 - Clear aesthetic
 - Email or newsletter sign up
 - Contact page

INSPIRING CURIOSITY

Inspiring Curiosity

- When writing your emails DO NOT give away too much information
- Your goal is to get them curious enough to want to take a meeting with you
- Say just enough to give prospects an idea of what you do and how you can add value then ask for a meeting

Inspiring Curiosity

- You can sell better in person or over the phone compared to a static sentences that may be misinterpreted
- Don't write anything that would automatically disqualify you in the prospects mind

HOW TO EMAIL

INFO@/GENERIC EMAILS

Handling Generic Emails

- If there is only a info@ general email, you can do one of two strategies
- **Strategy 1:**
 - Hey there,
I need little help. I'm looking for the appropriate person who handles marketing...

Handling Generic Emails

- **Strategy 2:** If you know who the owner of the business is, use their first name

Subject line - [First Name], [Subject Line]

Hi [First Name],

Body

**USING EMOJIS, EXCLAMATION
POINTS, AND SMILEY FACES**

Emojis, Exclamations, & Smiley Faces

- **Most** emails don't need them
- Depends on context
 - If prospect recently won an award
- Don't use too many