ATTACHMENTS, JARGONS, & PUNCTUATIONS

Attachments

- Do not add any attachments:
  - Pitch Decks
  - White Papers

Jargon

- Do not use any vocabulary your prospects may not understand

    - Example of Jargon: API & SaaS

- Explain things in plain English

Punctuation

- Limit:
  - **Bold**
  - *Italics*
  - ALL CAPS

AVOID HARD TIME COMMITMENTS

Time Commitments

- **When asking for a meeting, DO NOT:**
  - Suggest a specific time like "Tomorrow at 1PM"

- You do not know the prospects schedule, so it's unproductive to make those assumptions

- Instead, ask the prospect when they are available and respect their time