

HOW TOO SUCCEED WITH COLD EMAIL SCRIPTS AND TEMPLATES

Email Scripts & Templates

- Email scripts and templates are meant to be tested and iterated for your specific product/service
- No such thing as a “silver bullet” email
- Find the template that works best for you!

How to Test Your Emails

- Send 20 emails of one formula at a time or variations of that formula
- If you have the leads, you can send hundreds of emails every week (Fishing Strategy) (advanced)
- Variations you can test
 - subject line
 - unique benefit
 - case study or statistic
 - final sentence or call to action

Tracking Results

- What gets measured, gets improved!
- When you break it down, you know exactly where you can improve

1	Email Template	Emails Sent	Open Rate	Responses	Meetings Scheduled	Deals Closed
2						
3						
4						
5						
6						
7						
8						

Tracking Results

- After executing a email campaign, review your results after 1 to 2 weeks
- Email Software:
 - Outreach.io
 - Yesware
 - Hubspot

The Pain Doctor Formula

Pain Doctor Formula

- Make a prospects' **latent pain** become a **realized pain**
- MAKE IT HURT as much as possible
- At the end, come in as the “Doctor” who can make their pain go away

Example Pain Doctor Formula

Hey [prospect],

I noticed that your website currently isn't running [solution] which typically increases monthly revenue by 34%.

Implementing [solution] to increase sales is something we help [industry] companies with all the time. Some of our clients include [X,Y,Z].

So if it makes sense to talk, let me know what your calendar looks like.

But if not, who do you recommend I talk to?

Thanks,

[Your Name]

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Thanks,

[Your Name]

Instagram Account Management Example

Hey John,

I noticed that your restaurant currently isn't running an Instagram account which typically can increase local foot traffic by 65% for restaurants in the Los Angeles area.

Starting, running, and creating content for Instagram is something that we actually help LA based restaurants like yours with all the time. In fact, some of our clients include [X,Y,Z].

So if it makes sense to talk, let me know what your calendar looks like.

But if not, who do you recommend I talk to?

Thanks,

[Your Name]

Appropriate person

Appropriate Person Formula

- One of the most **EFFECTIVE** I've used in my career
- Works for Small, Medium, and Enterprise Companies in all types of industries

Appropriate Person Formula

- Email 4 decision makers at a company in the same department:
 - **1 CXO** (example: CEO, CMO, or CFO)
 - **1 VP** (example: VP Marketing, VP Sales, or VP Finance)
 - **1 Director** (example: Director of Marketing or Director of Sales)
 - **1 “Wild Card”** (example: CIO)

Appropriate Person Formula

- Executives LOVE to delegate
- If you email the CEO, he/she will forward your email to someone “lower level” to take a meeting with you



C-Suite

Founder, CEO, CMO, COO, CIO, CFO, & CXO

Vice Presidents

VP Marketing, VP Engineering, VP Finance, VP Operations, & VP X

Directors

Dir. of Marketing, Dir. of Engineering, Dir. of Finance, Dir. Operations, Dir. Sales, Dir. of X

Managers

Marketing Manager, Sales Manager, Recruiting Manager, & X Manager

Individual Contributors

Growth, Marketing, Recruiter, Account Executive, & Engineer

“Chaining” Technique



Appropriate Person Formula

- Companies are always looking for opportunities to improve their business
- If you're offering real value, they will send someone to take a meeting with you

Appropriate Person Formula

- Send 4 individual emails to each prospect
- DO NOT CC or BCC ANYONE

Appropriate Person Formula

- Step 1: Subject Line
- Step 2: Intro
- Step 3: Pitch
- Step 4: Call to Action

Appropriate Person: Subject Line

- **Subject Line:** Appropriate person

Appropriate Person: Intro

Hey [prospect],

I'm writing in hopes of finding the appropriate person who handles **[department]**. In that pursuit, I also wrote to **[Prospect A]**, **[Prospect B]**, and **[Prospect C]**. So if it makes sense to talk, let me know how your calendar looks.

Appropriate Person: Pitch

- Your Pitch is where you differentiate yourself and offer value
- Talk about how you can help them at a high level (don't include technical details)
- 4 to 8 sentences
- Only give enough information to inspire them to take a meeting with you
- Include 3 clients you've worked with for social proof

Appropriate Person: Pitch

- **Questions to think about for your pitch:**
 - What can do you for them?
 - How does what you have work?
 - What pain do you solve for the person you want to meet?
 - What pain do you solve for the company?
 - What are the problems you have helped wither clients solve?

Appropriate Person: Pitch

Influencer.io helps global apparel brands increase revenues and reach new audiences by helping them research and contact social media influencers to promote their brand. As you know, finding the perfect influencer to represent your brand can take hours of manual research. To solve this, our platform helps hundreds of brands quickly search through our global database of influencers and build outreach campaigns. And because our data is updated 20+ times per day with influencers' latest data such as contact info, audience demographic, and engagement; marketing teams can make better strategic decisions based on the most accurate data available on the market.

Typically, our clients free up to 23 hours per week on time spent on research which can now be refocused on developing stronger marketing strategies. Some of our clients include Adidas, H&M, and Calvin Klein.

Appropriate Person: Call to Action

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

If not, who do you recommend I talk to?

[Your name],

[Email Signature]

Appropriate Person: Example

Subject Line: Appropriate person

Hey [prospect],

I'm writing in hopes of finding the appropriate person who handles **[department]**. In that pursuit, I also wrote to **[Prospect A]**, **[Prospect B]**, and **[Prospect C]**. So if it makes sense to talk, let me know how your calendar looks.

Influencer.io helps global apparel brands increase revenues and reach new audiences by helping them research and contact social media influencers to promote their brand. As you know, finding the perfect influencer to represent your brand can take hours of manual research. To solve this, our platform helps hundreds of brands quickly search through our global database of influencers and build outreach campaigns. And because our data is updated 20+ times per day with influencers' latest data such as contact info, audience demographic, and engagement; marketing teams can make better strategic decisions based on the most accurate data available on the market.

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

If not, who do you recommend I talk to?

[Your name],

[Email Signature]

What happens next

- One of the 4 people will respond to your email and tell you a time they are available for a meeting
- Prospect will forward your email to the “appropriate” person and they will respond to your email

What happens next

- Prospect may respond by letting you know who the appropriate person is by giving you their name or email address.

“Hi Patrick,

Thanks for reaching out. Sally Tran is the right person to talk to.

John”

What happens next

- Thank person who referred you and tell them after your meeting you will report back to let them know how it went

What happens next

- Forward email to [Sally Tran] and say:

Hey Sally,

John thought it might make sense to talk about [insert unique value].

If that's the case, let me know what your calendar looks like.

But if not, who do you recommend I talk to?

Thanks,

Patrick

Appropriate Person: Short Version

Subject Line: Appropriate person

Hey [prospect],

I'm writing in hopes of finding the appropriate person who handles **[department]**. So if it makes sense to talk, let me know how your calendar looks.

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

If not, who do you recommend I talk to?

[Your name],

[Email Signature]

Creating Internal Referrals

Creating Internal Referrals

- Use LinkedIn to figure out who the initial stakeholders' boss is
 - Example: Owner, CEO, or CMO

Creating Internal Referrals

- Do an informal cold call to the owner or owners' office
- Reference phone conversation with owner or owner's office in an email to someone lower level at the company

Creating Internal Referrals

Hey [first name],

It's [Patrick] from [company name]. Did I catch you at a bad time?

I need a little help. I'm trying to figure out who's responsible for [initiative] at your company?

Creating Internal Referrals

- Reference phone conversation within an email. Include it in your subject and body)

Creating Internal Referrals

Subject Line: Marketing via **[Owners' Name]**

“Hi [stakeholder's first name],

[Owners' Name] let me know you were the appropriate person to talk to about marketing.

I noticed you're missing 3 key elements on your Yelp page that have been proven to [insert unique benefit]. In fact, it's currently working for our other clients like [client A, client b, and client c].

So if it makes sense to talk, let me know what your calendar looks like.

Thanks,

If you can not get owner on the phone

- Instead of using the owners name, change it to their office
 - Example: “Jason’s office told me you were the appropriate person to talk to about marketing.”

EVENT BASED COLD EMAILS

Event based cold emails

- Relevant articles
 - company or industry specific
 - leverage quotes
- Conferences
- Social media activity

Event Based Cold Email Subject Lines

Congrats — [Article on New Release]

Connecting at [X Conference]

Love your latest IG post

Event Based Cold Email Script

Hey Tommy,

Congrats on making on the Forbes Under 30 list this year!

Now, I wanted to connect because...

How to find these talking points

- Industry publications (websites and magazines)
- Subscribe to newsletters
- Google Alerts
- LinkedIn News
- Feedly

OFFERING VALUE

How to offer value

- For high value prospects, offer free value before you ask for anything
- Must be personalized and specific to their business

How to offer value

- Examples of Value
 - Actionable Analysis
 - Analysis and consultation over the phone
 - Introductions or connections
 - Free trial

Offering Value Script

Hey John,

I came across your Yelp page and noticed you haven't included a few critical details in your about section that's proven to increase foot traffic by 34%.

Specifically, a few elements that'll get you more customers include:

- Email address
- Awards won
- Store Hours

I actually help companies just like yours [insert value prop].

So if it makes sense to talk , let me know what your calendar looks like.