

Warm & Cold Email Outreach - Quick Wins!

“Spectacular achievement is always preceded by unspectacular preparation.” – Robert Schuller

These email templates are designed for ‘outreach’ – in other words, one to one emails you send from your personal email account, rather than bulk email (though you may be able to adapt some of them for bulk email).

Part 1: Adapting Stage 1 Of Your Enrolment Script For Calls That Arise From This Activity

Calls arising from these templates are a little different to the average calls, because the prospect typically knows less about your approach. Even with the final template in this document that links to your approach, we shouldn’t assume the prospect has watched it, given we’ve initiated contact via email.

So I’d recommend you use this slightly adapted ‘STAGE 1: Rapport’ opening, before moving in to the normal ‘STAGE 2: Problems’ point in your Enrolment Script:

Hi [name], good to catch up with you! It’s been a while! I think the last time we saw each other was at...

Anyway, thanks for making time to talk...

As I mentioned I’ve been working on something I thought might be interesting to you.

KEY QUESTION: I’ve just developed a new process that [explain your outcome, e.g. helps manufacturers of widgets generate 30% more widget orders in 6 weeks or less]...

...is that something you might be interested in?

There are two possible answers at this point: some variation on ‘yes / maybe’, or ‘no’.

If you get a ‘no’:

- Don’t take it personally!
- In a good-natured way reply: ‘oh that’s interesting, would you mind giving me some idea why not? I’m not trying to change

your mind – it just really helps me to understand whether this is a viable opportunity for me, or not?’

- Thank the prospect for their feedback and end the call.

If you get a variation on ‘yes or maybe’:

KEY QUESTION: OK, do you mind if I ask you a few quick questions so I can get a really good understanding of your current situation, and where you’re trying to get to, and make sure that what I’ve got in mind would actually work in your situation? If I think it would, I’ll explain how, and you can tell me what you think... and if I don’t think it would I’ll tell you that to, fair enough?

>>> move into the usual ‘Stage 2: Problems’ section of your Enrolment Script.

Part 2: Email Copy for WARM Contacts

When to use this: to send to WARM contacts who are potential clients - including current/past happy clients and people who know you. Email is best but if you don’t have an email address you could try reaching people through LinkedIn with the same messages. These are very similar to our Ask Call email templates but there are a few key differences.

If you know them really well:

SUBJECT: Feedback
Hi Dave,

I thought of you today as I’m working on a new project I think you might be interested in, and I’d love to quickly get your thoughts.

Could we talk briefly?

[your name]

If you know them less well, acknowledge that or reference some common link or piece of recent news about them:

SUBJECT: Feedback
Hi Dave,

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It's been a while - how are you? / Good to see you at the xyz event

I thought of you today as I'm working on a new project I think you might be interested in, and I'd love to quickly get your thoughts.

Could we talk briefly?

[your name]

If you know them, but you're not sure if they meet your qualifying criteria to be in your Foundation Offer:

SUBJECT: Feedback
Hi Dave,

Am I right in thinking you [meet qualifying criteria for the program, e.g. manufacture 1m+ widgets per month at the moment]?

If so, I'm working on a new project I think you might be interested in, and I'd love to quickly get your feedback.

Could we talk briefly?

[your name]

Part 3: Quick Follow Up Email Templates

When to use these: to organise Enrolment Calls when you get a positive response, or follow up when you don't get a response.

Step 1: Get prepared by setting up your Call Scheduler with time slots you can use for Enrollment Calls. Ideally, try to provide a lot of availability within a short timeframe of 3-4 days.

Step 2: When someone says 'yes' or 'ok' to one of your initial emails above, reply as follows:

Great! Please choose the most convenient time on my scheduler here: [insert link to your Call Scheduler e.g. Calendly]

Step 3: When someone doesn't reply within 24-48 hours:

- Find the initial email in your 'Sent items', and resend it in its entirety, changing ONLY the subject line so that it says: 'Follow up: [original subject line]'
- For example: 'Follow-up: Feedback'

Step 4: Wait 48 hours. If they STILL haven't replied, make one final attempt:

- Repeat the previous step, adding the word 'Final' to the subject line
- For example: 'Final Follow-up: Feedback'

Part 4: Email Copy for COLD Contacts

When to use this: to send to COLD contacts you find through your research who are potential clients. Since getting a direct response from a single email to a cold contact is very hard, I recommend the following two-step approach.

Step 1: The first email in this two-step approach is based on an email shared by the team at Sumo - more of their cold email templates here: <https://sumo.com/stories/cold-email-templates>

Email 1:

SUBJECT: I found you through [mutual contact first name + surname, e.g. I found you through Peter Williamson]
SUBJECT: I found you on LinkedIn [or Twitter or whatever - if you don't have a mutual contact]
SUBJECT: hey [name] - quick question

Hi [name],

I found you through [whatever] and was impressed by [something].

I/we help [type of business eg widget manufacturers] to [get outcome e.g. sell 10x the widgets].

Love to send you my/our top 10 ways to do that.

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That be ok?

[your name]

Step 2: If you get a reply, quickly write up your 'top 10 ways to [get outcome]' and SAVE AS A PDF. DON'T just write the 10 ways back as an email or they'll get lost reading that and miss the message you really want to get across:

Email 2:

Great! Here are the 10 ways attached as a PDF.

Hey, would you help me out?

I'm working on a new project I think you might be interested in, and I'd love to quickly get your thoughts.

We're looking for a few businesses we can work closely with, to [deliver your outcome, e.g. sell 10x the widgets in 90 days].

I made a quick video outlining how we do that here [LINK TO YOUR SIMPLE SELLING SYSTEM 'APPLICATION' PAGE].

Could we talk briefly?

[your name]

Step 3: Use the same templates from Part 2 to follow up with responders/ non-responders.

BONUS: Another Cold Email Approach I've Used With Success

This is a slightly different approach.

If you get a reply to your initial email you send a link to a quick (5 minute) video PowerPoint presentation explaining your approach and with a couple of client success stories, and finishing with a call to action which is to discuss with you on a call.

With a bit of tweaking of the email you could use your video (if you

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created one earlier) for this purpose, or even personalise the video by referring to specifics of the prospect, for more power.

Email 1:

SUBJECT: Your [reference something you noticed about them, on their website or in the news for example]

Hi [name],

I recently came across [reference the thing you noticed about them].

Forgive me for being direct - but [quickly outline where they may be going wrong], and you are probably leaving a lot of money on the table.

My clients [quickly explain a positive result you helped a similar client get].

I think you could probably [do what they're doing] with 4 strategic changes to your offering, too.

May I send you a quick video, explaining those 4 changes?

If the video makes sense to you, you can run with the changes yourself.

Or, you may want help - in which case I can suggest a way to work together at no risk to you, to realise the true value of [whatever it is they're doing or trying].

[signoff]

Email 2:

Hi [name],

Great 😊 I just created the video for you: [LINK]

Love to know what you think?

[signoff]