



# Cold Emailing 101

How To Make More Money With Direct Outreach



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# Agenda

What is a cold email

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How to write a cold email

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The 6 six steps

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Optimizing

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Follow up

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Q&A

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# What is a Cold Email?

# What is not a Cold Email?

- ✘ Cold email *is not* spam
- ✘ Cold email *is not* about you
- ✘ Cold email *is not* focused on the sale

# How to write a cold email

Step 1: Write a great *subject line*

Step 2: *Engage* your reader with the opening

Step 3: Write *compelling body copy*


Step 4: Close with a *clear call to action*

Step 5: *Use your signature* wisely

Step 6: *Follow up*



# Step 1: Write a great subject line:

Your feature on my blog 





**Ryan Robinson** <ryan@ryrob.com>

8/18/16



to  

Hey .

I've been a listener of  for quite a while and I love what you've been doing with  over the past couple of years too.

I'm reaching out because I'm working on a new piece geared towards giving millennials actionable business advice from those who've already learned a lot of the hard lessons themselves and I've love to hear your take on this.

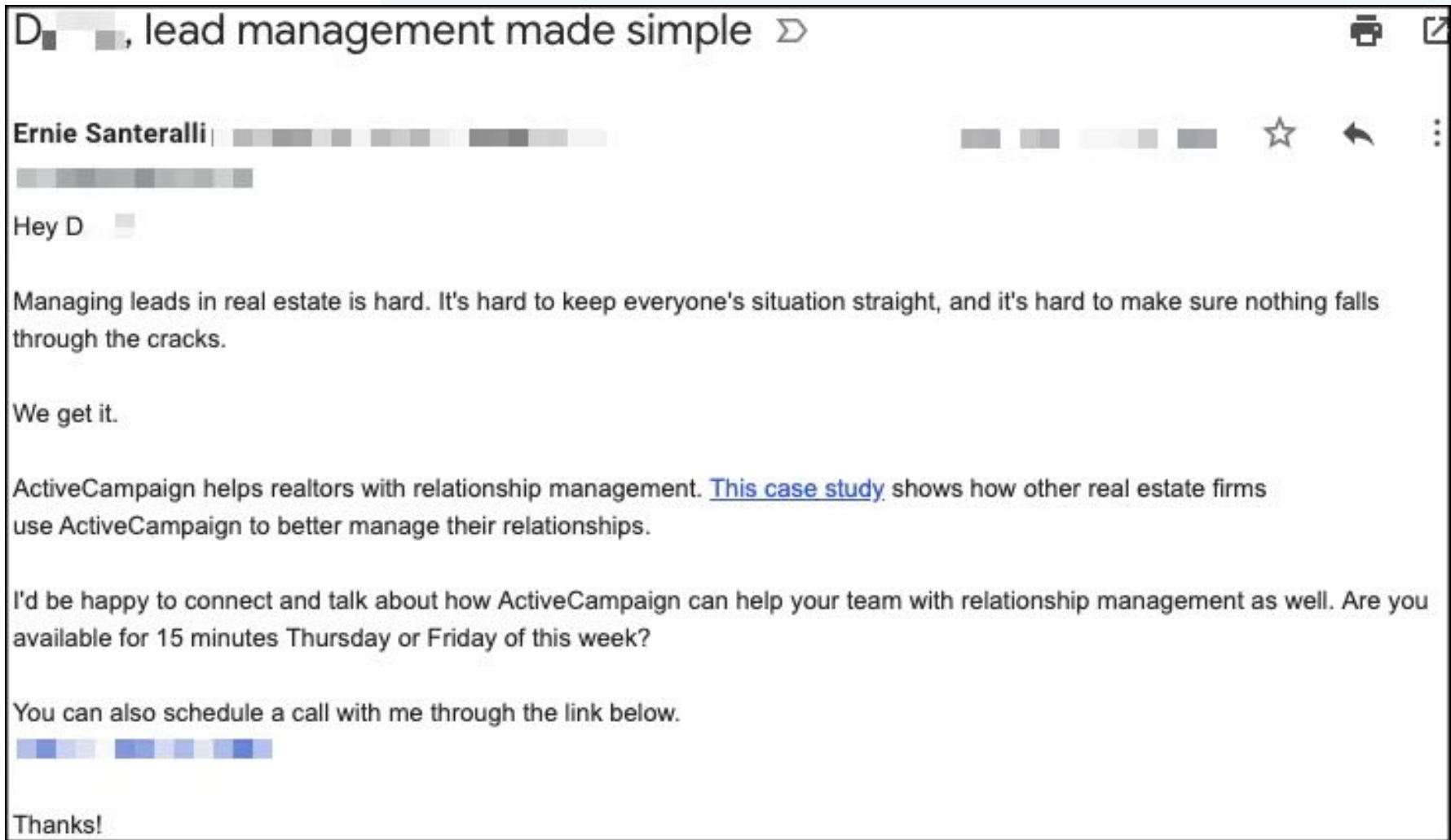
The post will be publishing to my blog and I'd love to get a quick quote from you to include in the piece if you're up for it.

If you'd be able to answer this question in a few sentences, that would be amazing:

*What's the most painful mistake you see first-time (or inexperienced) entrepreneurs make? How do you advise them on overcoming that challenge?*

# Write a great subject line:

## Convey a Clear Benefit





# Write a great subject line:

## Go Short (or Go Long)

Some high-performing email subject lines:

Short subject lines:

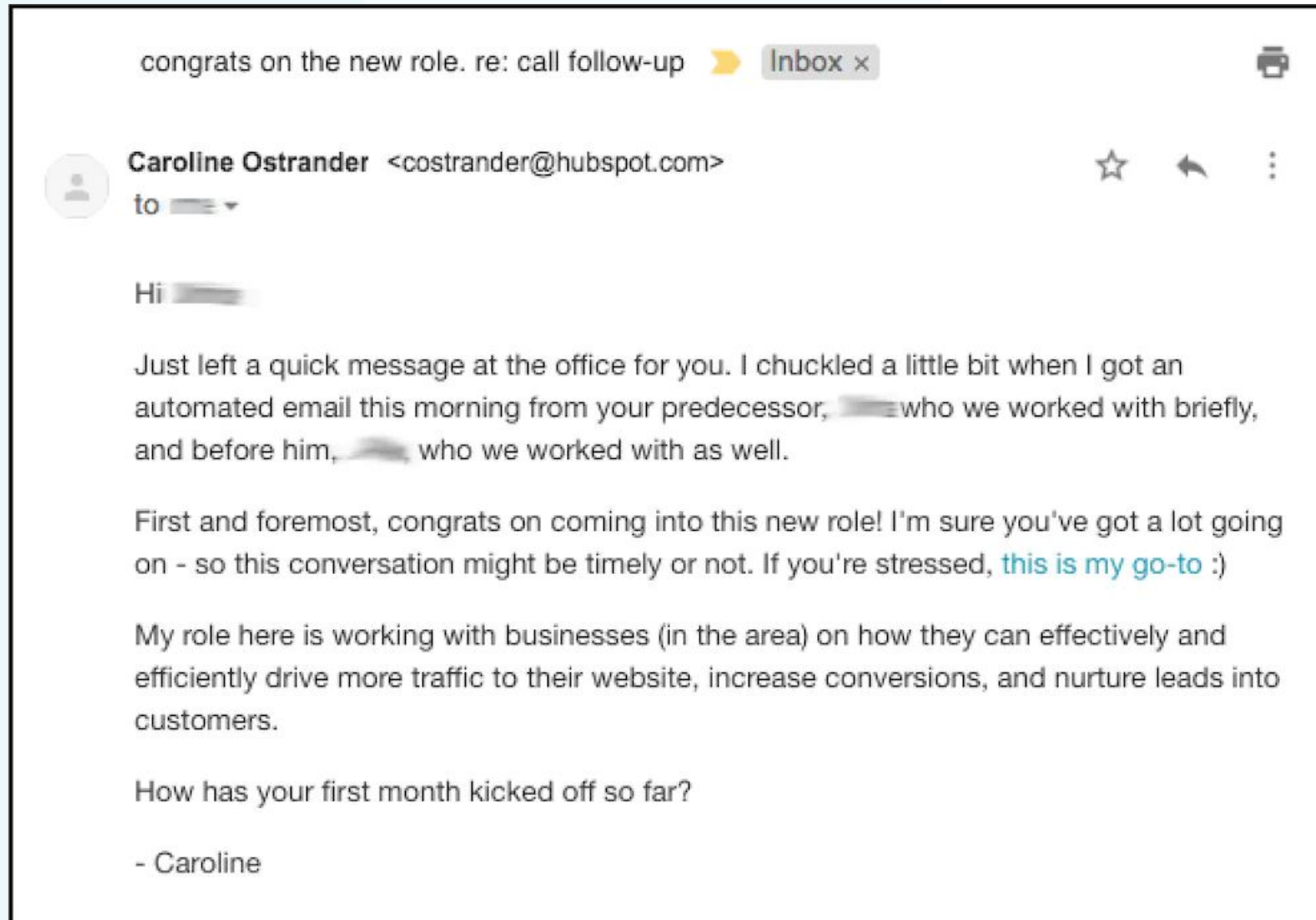
- [your company] + [prospect's company]
- Idea for [company]
- Hi from [your name]

Long subject lines:

- Happy with [tool name], [first name]?
- X steps to improving [issue the prospect cares about]
- I can improve your [business metric] by [amount]

## **Step 2:** Engage your reader with the opening

# Engage your reader with the opening

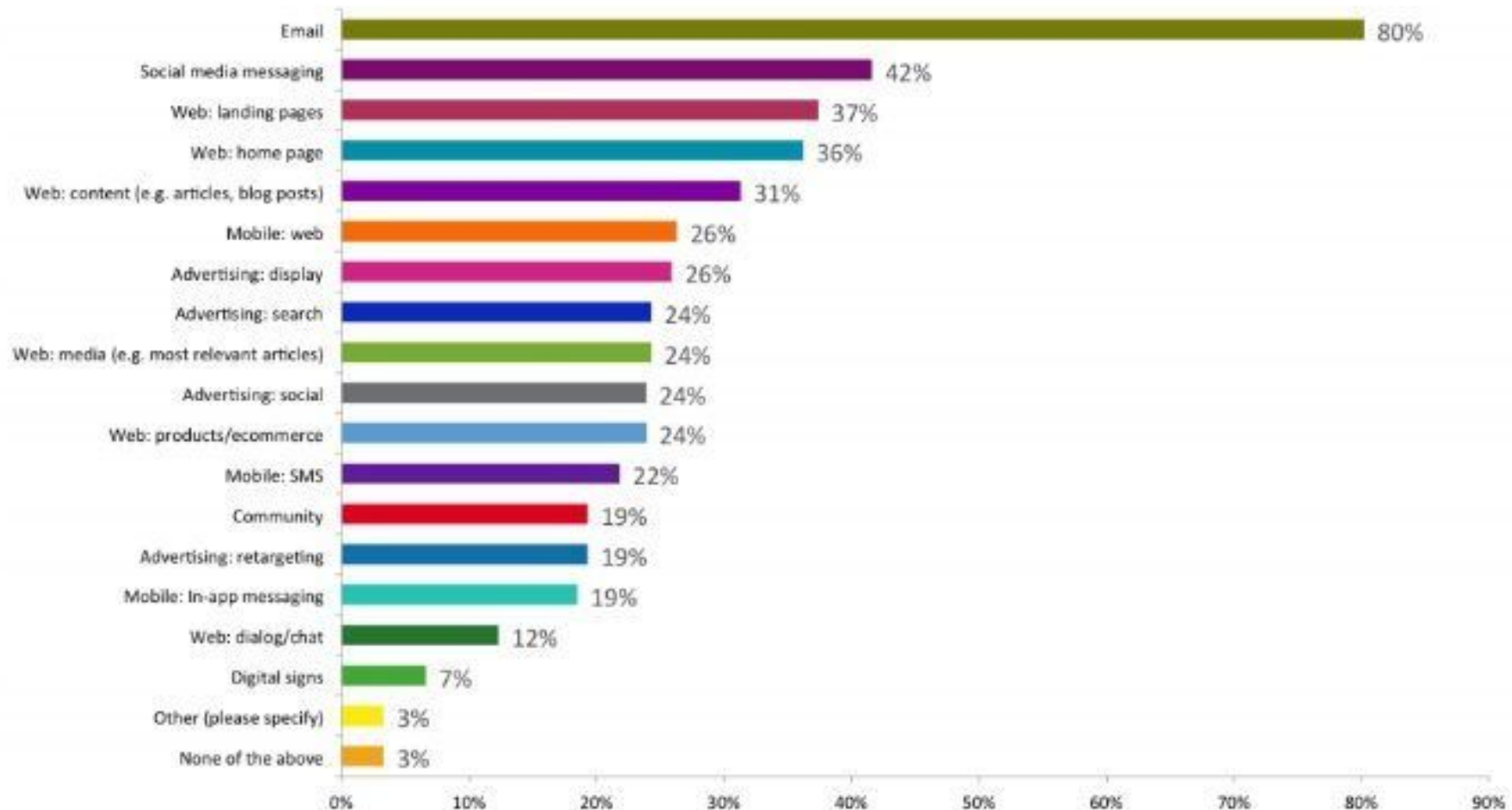


# **Step 3:** Write compelling copy

# Write compelling copy

## Shorter is Better

Digital channels in which personalized messages/experiences are delivered



# Write Compelling Copy:

## Make it Personal

- 92% of marketers say prospects & customers expect a personalized experience 2021 — up from 85% in 2019.
- personalized emails had open rates 26% higher than emails without any personalization.
- personalizing subject lines boosted click-through rates by 17.4% compared with subject lines without any personalization.
- 29% higher reply rates and 41% higher click-through rates, compared with emails without any personalization.



# Write Compelling Copy:

## Speak to Your Reader's Challenges

*"Research allows you to collect voice-of-customer data, discover your prospect's pain points & identify their goals. When you can pull the data into your cold email, you're actually weaving in incredibly persuasive tools like specificity & relevancy. Those tools can make the difference between a conversion & the delete button."*

Cold Outreach Ninja,  
Bree Weber

# Write Compelling Copy:

## Speak to Your Reader's Challenges

Here's where Bree suggests starting your search:

- Articles where the prospect talks about their goals
- Company-produced content like webinars where they tease out what's coming next
- Podcast episodes where the founder talks about past challenges

*Stories are some of the best places to tease out that voice-of-customer that makes a pitch so effective.*

# Write Compelling Copy:

## Offer Social Proof

**Subject: How I lost your Sperry's.. and apt. And why you should meet with me.**

*(He referenced spending money to meet me already.*

**I kept bidding them up.. to \$600. Then I stopped with 3 seconds left and the other person won.**

*(Relevant to me.)*

**I didn't want the apartment. I was going to use it as an expensive excuse to get an App idea in front of you...and we wear the same size shoes. I have since bought a pair of Sperry's..er Sperries? Size 11 - they fit!**

*(Okay, \$600 just to show me an idea. I'm intrigued. Bonus for wanting to wear my shoes.)*

**Why you should meet with me:**

*(Why it's worth it to me. Not how I'm going to spend 30 minutes giving him free help. I have money so a free lunch just doesn't appeal to me.)*

**1. I'm the founder and CEO of Gray . I've been running this business for the past nine years. I started it when I was 24. I have 70 employees in Austin and operations in China. I love my business. It's profitable and I'm really good at it. However, I want to do more.**

*(Okay, he's got his shit together and I like meeting ballers.)*

**2. I'm Jewish - I hate playing that card, but.. what the fuck**

*(Haha. Self-explanatory. Low blow, but mildly works. He did some homework on me.)*

# Write Compelling Copy:

## Talk like a Real Person

[Your Name]

My name is Jennifer with XYZ Sales Training. We improve sales performance through our unique blend of sales technology and experience, resulting in 89% better quota achievement. Our industry-leading methodology has helped more than 650,000 sales professionals find and close more deals, and our proven sales process makes your forecast and pipelines accurate by putting science behind it.

It all gets delivered through our BigDeal® technology - the on-demand Sales Performance Automation application that operates standalone, or can be integrated with your existing CRM system to produce sustained, measurable results. And to ensure that your sales teams get the full benefit, our virtual learning system delivers on-the-job training worldwide – reinforced by expert coaching.

I am not sure if you would be the appropriate contact, but I am trying to find the person at your organization who evaluates our type of program offering. Would it be possible for us to speak for 5 minutes or can you point me to the correct person to contact? Find out how organizations like Microsoft, Xerox, Honeywell, Siemens, United Healthcare and Adobe have found success with our offering and how [not provided] can find similar achievement.

Thank you in advance for any assistance you can provide. I kindly await your response!

# Write Compelling Copy:

## Create Custom Content

Kyle, I wanted to give you a quick shout to introduce you to FullStory, a new tool that helps companies understand customer experiences like never before. The easiest way to get a feel for FullStory is to check out the 30 second demo of me interacting with your site:

The screenshot displays a video player interface. The main video area shows a woman in a green top looking at a laptop screen. The laptop screen displays the Proposify website, which has a header with 'fullstory' and 'Start your free 14-day trial' buttons. The main content area of the website says 'A simple way to deliver winning proposals to your clients.' and 'Proposify streamlines your proposals in the cloud and helps you close deals faster.' There is a 'Sign Up Free' button and a 'Watch Video' link. A large play button is overlaid on the video. To the right of the video player, there is a sidebar with a map of Atlanta, a user profile for 'User 508953', and a list of events including 'Visit http://proposify.biz/' and 'Changed ("Click here to start chatting") : #h...'. The video player controls at the bottom show a play button, a progress bar at 0:00 / 0:45, and a 'FullStory Session Playback for Proposify' title.

[FullStory Session Playback for Proposify](#)

Want the FullStory? You can take it for a [two week free trial](#) or shoot me a message if you have any questions.

Happy Watching!

# Write Compelling Copy:

## Use Proven Copywriting Formulas

### Principles of Effective Copywriting





# Write Compelling Copy:

## Use Proven Copywriting Formulas

Bonnie, your thoughts on this?

Hi Bonnie,

**Attention** →

Are you interested in saving your company an extra 4,200 hours of work a month?

**Interest** →

Companies like [Mimeo](#) are doing just that by enabling Yesware to better their sales productivity.





**Desire** →









In addition to saving time, our clients have reported a 10% increase in rep productivity, a 31% opp-to-won conversion rate, and a 72% reply rate with our email campaigns.

**Action** →

I'd love to schedule a time to chat and show you how Yesware can better your company. Would you have some time to connect this week?

Sans Serif ▾ T ▾ B I U A ▾ ☰ ▹ ▸ ▹ ▸ ☷ ☷

 ☒ Track ☐ CRM  Attach  Book A Time  Templates

**Send**  Later  Remind      

# Write Compelling Copy:

## Use Proven Copywriting Formulas

Hi Cooper,

**Problem** →

I noticed on your careers page that you're looking to hire a Sales Development Rep who diligently keeps track of their activity in Salesforce.

**Agitate** →

Tracking activity is a critical part of the sales process. But when you handle it manually, it cuts down on the time your SDRs can spend bringing new qualified leads into your funnel... and ultimately drains your sales productivity.

**Solve** →

I'd love a few minutes to discuss how Yesware removes this burden.

Yesware helps clients like MassChallenge, FitBit and Groupon to aggregate and automatically sync activity data in Salesforce.

This means:

- Reduced manual Salesforce entry by 1 hour / rep / day
- Increase rep productivity by 30%
- Increase booked meetings by 10-15%

Would you be open for a call next week to see how Yesware could help your team?

# Write Compelling Copy:

## Use Proven Copywriting Formulas

Gently Knocking



 Cole D'Mailer



[Log to Salesforce](#)



to Yesware Yeti 

Hi Yeti,

**Before** →

If you're like most companies, sales transactions increase significantly in Q3/Q4, yet most executives have no way of knowing the ROI of their commission spend.

**After** →

Xactly's compensation platform allows you to customize sales plans that cut errors in payments and eliminate the pain of calculating and adjusting commissions for your reps.

**Bridge** →

If you are willing to give us 15 minutes, I can show you how on average our customers see a 19% lower sales turnover, 5% more reps hitting quota and 37% faster sales cycles.

What's the best way to earn your ear for a few minutes and share how your peers are leveraging incentive pay to drive corporate strategy?

# Write Compelling Copy:

## Use Proven Copywriting Formulas

something of interest?

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Hi Jen,

**Praise** →

You have an impressive background in sales operations-- hope you're excited to kick off the new year strong! I'm reaching out because I see you head up Sales Operations, and I see a fantastic fit for Placester to increase Salesforce adoption and deal velocity with Yesware.

**Picture** →

Customers like GoodData and Adroll told us that too often data in Salesforce is inaccurate and they need more transparency into their pipeline. That's why they chose Yesware to sync email & calendar activities automatically and build SFDC reports specific to their needs.

**Push** →

Can I have 15 min of your time Tuesday at 3pm EST to discuss some of your company's sales priorities and the type of impact Yesware could have?

# **Step 4:** Clear Call to Action

# Clear Call to Action :

## Make it Easy to say YES

### *Avoid:*

- Let me know what you think.
- Hope to speak with you soon!
- Look forward to hearing from you.
- Thank you for your time!

### *Consider:*

- Can I send over a quick video?
- Mind if I send over some info?
- Are you available for a 10-minute call next week?
- Is improving your sales productivity something you're focused on for 2021?



# **Step 5:** Use Your Signature

# Use Your Signature



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# **Step 6:** Optimize like a Conversion Specialist

# Optimize like a Conversion Specialist

## Improving Open Rates

*The average open rate  
for a personalized  
campaign is **47%**.*

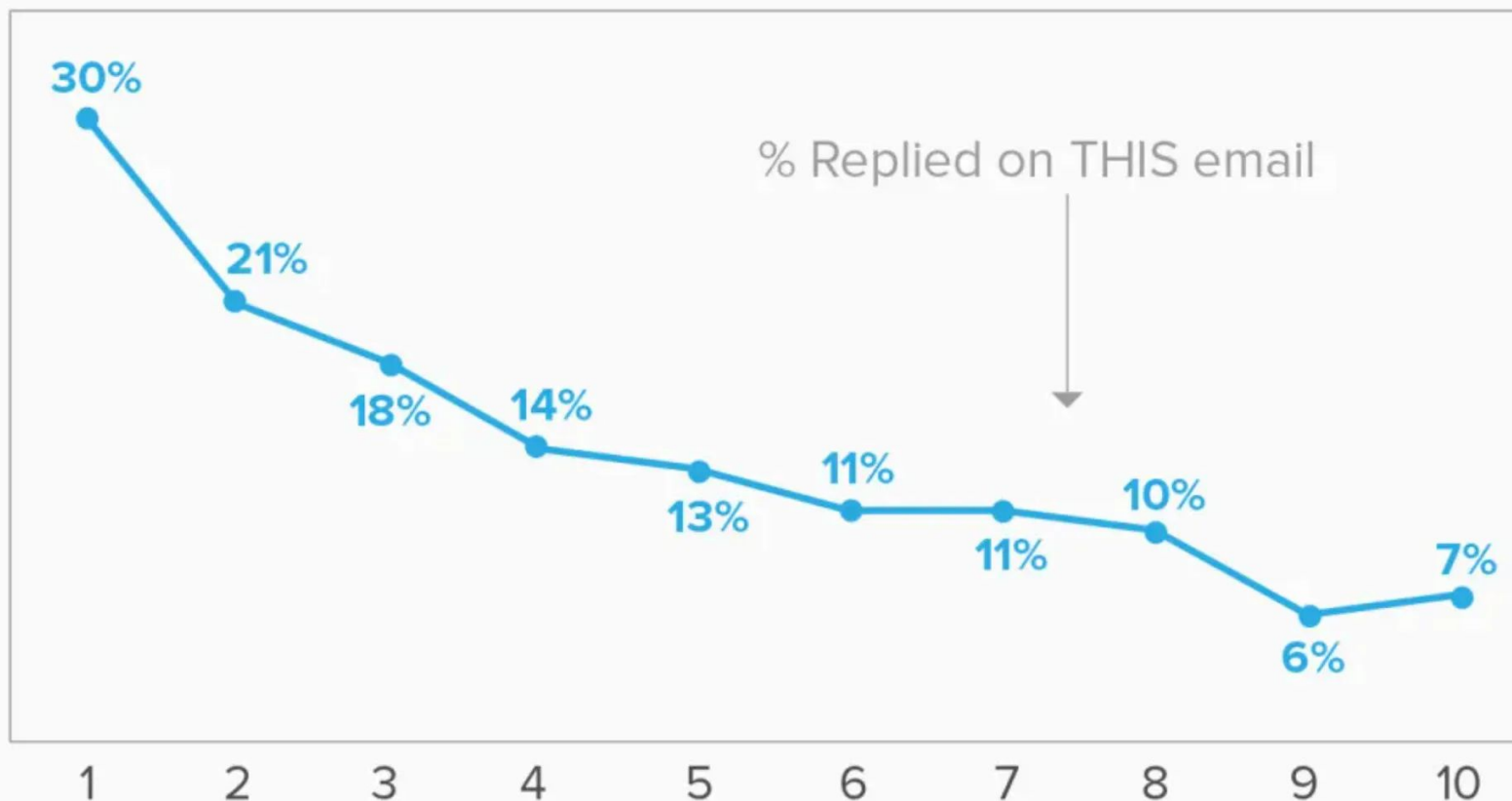
# Optimize like a Conversion Specialist

## Improving Reply Rates

*The typical reply rate for  
a personalized  
campaign is 9%.*

# Always. Follow. Up.

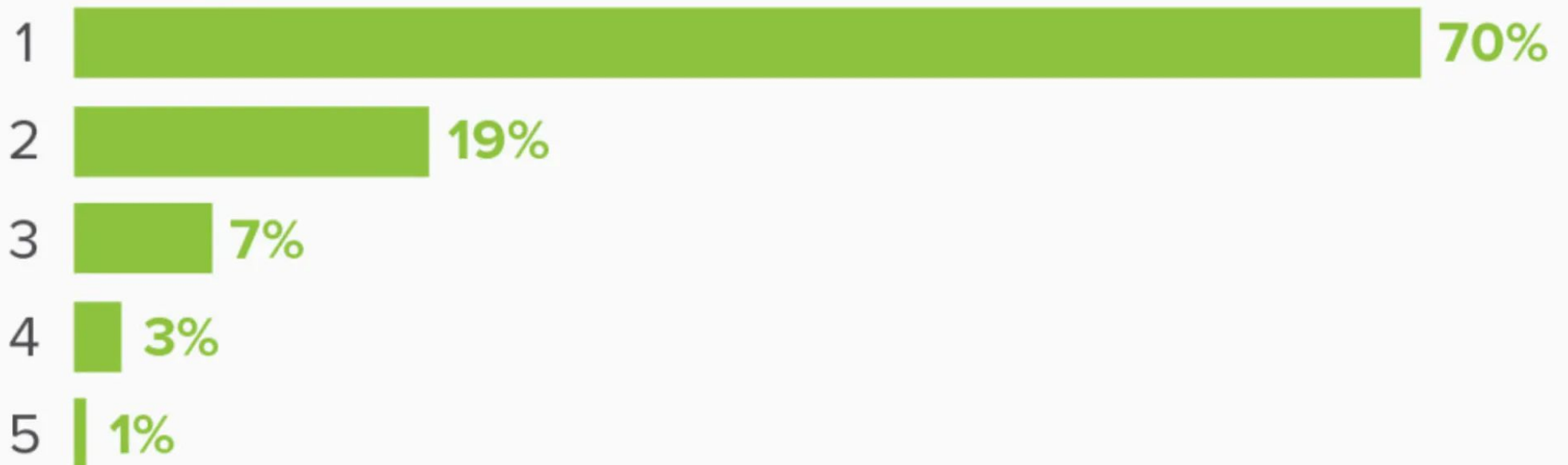
How many emails should I send to get the first reply?





# Always. Follow. Up.

70% of Unanswered Sales Email Chains  
Stop After Email #1



# Following up on a Cold Email

## Subject

(Reply to previous email you sent)

## Body

Hi {!First name},

I'm sure you're very busy so I just wanted to check in to make sure that this didn't slip through the cracks.

{!Ask a question / re-iterate initial ask}?

No problem at all if you're too busy, just let me know.

Best,

# Finding the Right Contact



**Seann**

to Vanessa ▾

Hey Vanessa,

I realized this may not be your focus right now.

Who is the best person on your team to speak to about increasing conversions + building your email list on the site?

Thanks in advance!

Seann

**Seann Stubbs** | Optimization Team



"Okay Seann, take a chill pill. Please [unsubscribe me](#)."

# The Break-Up Email

[First Name],

We are in the process of closing files for the month. Typically when I haven't heard back from someone it means they're either really busy or aren't interested.

If you aren't interested, do I have your permission to close your file?

If you're still interested, what do you recommend as a next step?

Thanks for your help.

# Conclusion







Interested to learn more?

[Request a Demo](#)

[www.yesware.com](http://www.yesware.com)