

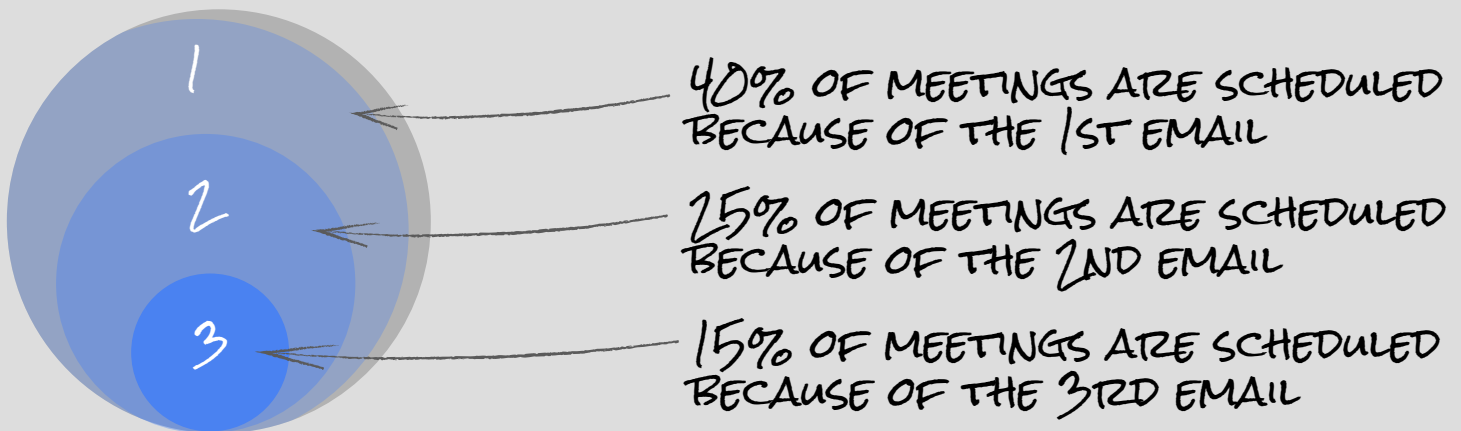
# Cold Email Template

## The Secret to Writing One Email to Land a Conversation with Anyone

You are about to learn a cold email template that will land you a meeting with anyone. You will learn how to get people to respond to your email the first time. You will learn a cold email technique where you leverage existing social hierarchies to help schedule your meeting. Finally, you will learn about a system to predictably generate leads.

The first step to any big deal is a meeting. I've sold tens of millions of dollars in products and services to companies like Bank of America, Best Buy, P&G, and Verizon. Enclosed is one of the 35 email templates I use. If you write your email correctly, the results typically look something like this:

### What to Expect:



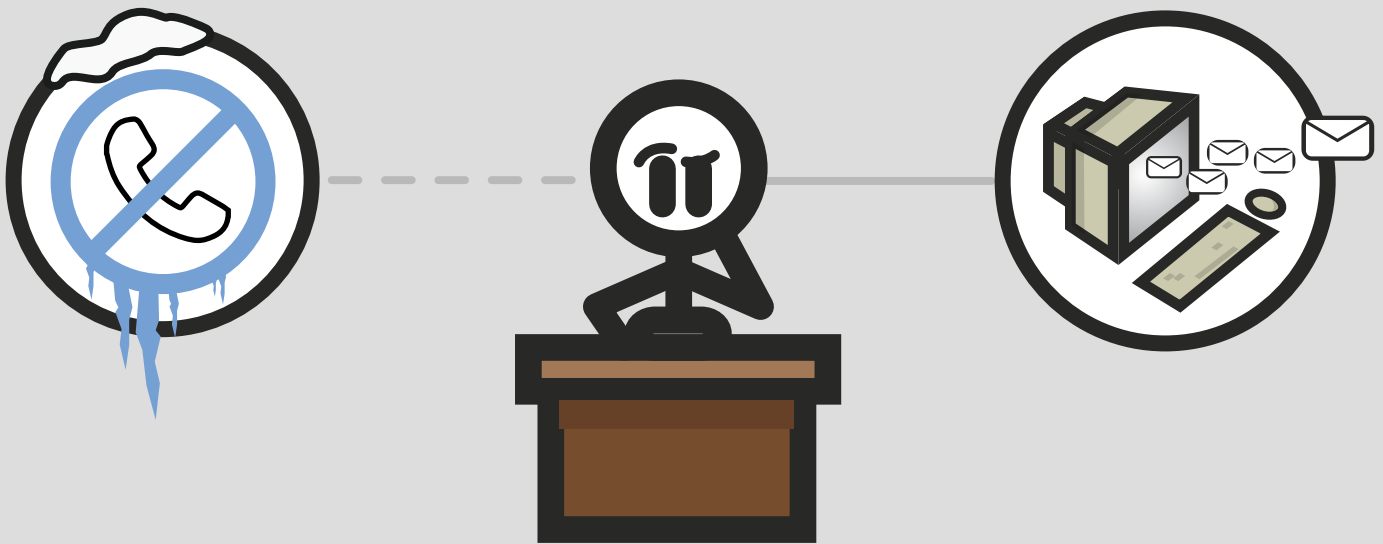
You are probably thinking, 80% response rates, yeah right. Now when you are starting out your response will be more like 50-60%. But I imagine if you get a 50% response rate that will most likely be a huge improvement. Regardless of the response rate, imagine if you could talk to anyone. What if it were as easy as sending one email.

What customers would you like to talk to? Who would you want to meet?

## Cold Email Template

Important people don't have time. They are rarely at their desk. They don't answer their phones or return calls. So, how do you get your foot in the door if you don't know them? Their email inbox is more crowded than their phone. They receive hundreds of emails daily. How do you get them to respond to your email?

After college my first job was cold calling. It was the worst. I called CEOs to schedule meetings with our startup. The problem, they ran huge companies and no one had heard of us. I thought there had to be a better way to get my foot in the door without cold-calling. I began testing what worked and what didn't. I read, practiced and measured every step. Letters sometimes worked but I still had to follow up with a call. Emails occasionally worked, but they typically didn't respond.



Executives are decision makers. They have learned not to take everything on. They can't. They delegate. Employees on the other hand are more focused on covering their ass than doing their job. They advance because they play internal politics. They do what their boss says and take few risks.. I'm going to teach you to use the cover your ass mentality to your advantage. Better yet the executive will do the work for you. Ten years later, I'm proud to share a better way.

## Cold Email Template

One of the 35 emails in the [Breakthrough Email System](#) is the Appropriate person email.

**THIS EMAIL HELPED ME LAND A MILLION DOLLAR**

*Subject: Appropriate person*

*I am writing in hopes of finding the appropriate person who handles multi-cultural media? I also wrote to Person x, Person Y and Person Z in that pursuit. If it makes sense to talk, let me know how your calendar looks?*

*VoodooVox helps increase the revenues of Fortune 500 companies by marketing to Hispanics. Each month we reach 25 million Spanish speakers with an audio message they must hear. We insert 30 second audio and SMS advertisements into phone calls made on calling cards. The benefit to users is they make their call free. The benefit for our clients is they can increase store revenue by providing text message coupons. Typical redemption is 3%. You can measure results online and with store sales. Advertisements can target specific ethnic groups and geographies. Some clients include Burger King, P&G and Chili's.*

*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,  
Signature Name  
Title Company  
Number Address*

# *the* **NINE PARTS OF THE EMAIL**

The objective of the email is to find the appropriate person to speak with.  
You also want help scheduling your meeting.  
Don't change any of the words below in bold. The words were tested in  
over 15,000 individual emails.



*Subject: Appropriate person*

*I am writing in hopes of finding the appropriate person who handles multicultural media?*

1

## **Subject Line - "Appropriate person"**

Keep "Appropriate person," it works. Finding the appropriate person is the purpose of your email. It also puzzles the reader and looks like a quick problem to solve.

2

## **First Sentence**

The first sentence is your purpose for writing. In your case it is a more detailed version of your subject line: "I am writing in hopes of talking to the appropriate person who handles ( role )." Be vague with the role. Example, write "marketing," not "online video sponsorships." The reason you want to be vague is because you want them to keep reading.

# the NINE PARTS OF THE EMAIL

*Subject: Appropriate person*

*I am writing in hopes of finding the appropriate person who handles multicultural media? I also wrote to Person x, Person Y and Person Z in that pursuit.*

3

## Second Sentence

Use their company hierarchy to your advantage. Remember: Bosses delegate -- Employees cover their ass. Use this to your advantage. Many times prospects take your meeting because of the leverage you create in this sentence. "In that pursuit, I also wrote to [your boss], [your boss's boss] and [bonus person]."

*Example: In that pursuit, I also wrote to Michael Smith, Caroline Wolf and Jeff Somers.*

Before you start, decide who you think the appropriate person is and target their boss, their boss's boss and a fourth person. ie. If you want a meeting with the Director of Media, write the VP of Media (boss), the Chief Marketing Officer (boss's boss) and the VP of Marketing (lateral role to their boss).



### Word of caution...

*Many people want to skip this step or only send this to two or three people. This is a very common mistake that hurts your response rate.*

Send the same email to four people. The only words that change in the email are the names. Writing four people and including the names creates confusion for your prospect and their management. You want confusion. Most of the time management will refer the appropriate person. Whoever that person is, you now have leverage for them to meet with you.

Never cc the other people you are writing. You won't get 80% response rates by carbon copying others. I can go into why, but just trust me on this one.

Never write more than 4 people. Your prospect will feel like you spammed them. I've tried it, it doesn't work. (Sorry Metro PCS)

# the NINE PARTS OF THE EMAIL

Subject: Appropriate person

I am writing in hopes of finding the appropriate person who handles multicultural media? I also wrote to Person x, Person Y and Person Z in that pursuit. **If it makes sense to talk, let me know how your calendar looks?**

4

## Third Sentence: What You Want Them To Do

This is the action you want them to take, if they are the appropriate person. You want them to schedule a time to talk to you. “If it makes sense to talk, how does your calendar look?”

Two points on testing word choice:

1. Don't use meet. Use talk instead. Talk is informal. Meet implies a higher value discussion. In the third sentence they aren't ready to meet you, they don't even know what you do.
2. Don't use schedule. Use calendar instead. Your prospect is busy and their schedule is full. Calendar implies the next few weeks or months. Schedule implies today or tomorrow.

5

## Your iPhone Pitch

This is what sets you apart. It is the most important part of your email. Tell them what you can do for them. Write at the 30,000-foot level. Customize your pitch to the company you are writing. And above all, remember it isn't about you -- it's about the reader.



Questions you need to answer in your elevator pitch:

- What can you do 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 other clients solve?

# the **NINE PARTS OF THE EMAIL**

*(If you can't answer the questions, then you aren't ready to meet with them.)*

*Paragraph length: 5-8 sentences. Only write enough for the reader to say yes to your meeting.*

*Don't copy and paste the same email to multiple companies -- customize each email to who you are writing. For more on your elevator pitch go here.*



*Subject: Appropriate person*

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*VoodooVox helps increase the revenues of Fortune 500 companies by marketing to Hispanics. Each month we reach 25 million Spanish speakers with an audio message they must hear. We insert 30 second audio and SMS advertisements into phone calls made on calling cards. The benefit to users is they make their call free. The benefit for our clients is they can increase store revenue by providing text message coupons. Typical redemption is 3%. You can measure results online and with store sales. Advertisements can target specific ethnic groups and geographies. **Some clients include Burger King, P&G and Chili's.***

6

## **Why I Won't Get You Fired or Waste Your Time**

*The last sentence of the 30 second Elevator Pitch must borrow association and establish authority..The easiest way to establish authority is through your association with your customers. Make it relevant to the target and include your three most relevant and high profile clients. In the example above I referenced VoodooVox's competitors. This was by design. "Some clients include Company A, Company B, Company C."*

*If you don't have clients, include companies you have worked with at past jobs. If you don't have a past job, include relevant accomplishments. If you are confused, skip it. The last thing you want to do is disqualify yourself.*

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*If you are the appropriate person to speak with, what does your calendar look like? If not , who do you recom-mend I talk to?*

7

## **Second To Last Sentence: Final Call to Action**

*“If it makes sense to talk, what does your calendar look like?” Response rates increase when you repeat the call to action. We include this sentence in the beginning and the end on purpose.*

8

## **Last Sentence:**

*This sentence gives the reader the opportunity to delegate immediately. you are providing them an easy out. You are also being congruent with your subject line, Appropriate person. “If not, who is the appropriate person to speak with?”*



# the **NINE PARTS OF THE EMAIL**

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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?*

*Thanks,*

*Signature Name*

*Title Company*

*Number Address*

9

## **Signature**

*This provides additional credibility to your email. Make it easy for them to reach you. Include Name, Title, Company, Address and Best Number to contact you.*

*NOTE: If they can't make an easy choice and respond from their iPhone, you need to rework your email*

## Another Sample Cold Email

Here is a sample from a startup that went through the training. They set up three meetings from their first attempt.



'Hi Vera,

*I am writing in hopes of finding the appropriate person who handles online advertising? I also wrote to Quinn XXXX, Kristy XXXX and Rob XXXX in that pursuit. If it makes sense to talk, let me know how your calendar looks?*

*AroundYou helps increase the revenues and exposure of local companies by marketing directly to targeted and local traffic. Each month we reach over 240,000 Australians thru our site by profiling events, activities and things to do. We profile companies thru our featured listings, Iphone App and targeted Google advertising. The benefit to users is that they can search their area free. The benefit for our clients is they can increase revenue and exposure by utilising the featured listings and targeted traffic. You can measure results and statistics online. Your listing will target specific suburbs and postcodes. Some clients include The Herald Sun, Leader Community Newspapers, The State Theatre and The Art Gallery of NSW.*

*If you are the appropriate person to speak with, what does your calendar look like? If not, who do you recommend I talk to?'*

*Michael XXXX  
Signature*

## Another Sample Cold Email

### RESPONSE FROM COMPANY 1

1

*'Michael,*

*I have forwarded you email to our Online Marketing Manager, Tim XXXXX.*

*He should be back to you shortly.*

*Regards*

*Quinn'*

### RESPONSE FROM COMPANY 2

2

*'Hi Michael*

*Thanks for getting in touch.*

*We've locked down our media plan for the year. However, in terms of listings and displays, we'd be keen to work with you to get our brands on the site. Is this something we can discuss?*

*Regards*

*Vera'*

## Another Sample Cold Email

### RESPONSE FROM COMPANY 3

3

"Hi Michael,

Thank you for your email.

I am happy to be the contact to filter content to each of our Ardent Leisure business units. It appears that you have touched a good selection of the key stakeholders by division.

Please note, we do engage with Digital Agencies per business unit to help manage our online and social media.

Next week would be ideal to arrange a quick call. It would be helpful if you could forward any collateral outlining your business for me to review, prior to our call.

Perhaps if we could aim for Monday 25 June – 11am?

Sharon"



*Don't write only one person. Write four. (If you aren't writing a company and writing only one person go here)*

*Don't CC anyone.*

*Don't attach anything.*

*Don't include links to your website. You only want to include one call to action in your email. You don't want them to spend two minutes on your site and then decide it isn't for them.*

*Don't use the words schedule or meeting*

*Don't change the highlighted words.*

## Another Sample Cold Email

### WHAT TYPICALLY HAPPENS AFTER THE EMAIL IS SENT?

Unfortunately the person you are trying to meet typically won't respond. However, his boss will. The boss will usually write something like:

*"Bryan,*

*Thanks for reaching out. Sounds interesting. Bill Smith is the right guy to talk to."*

*or*

*"Talk to Bill Smith."*

Trust me, this is all you need.

### *the next step:* **SCHEDULE YOUR MEETING**

#### **Email the target to schedule your meeting**

- a. Forward the referral email [which includes your original email below]
- b. Change the Subject from forward to reply: "Fwd: Appropriate person" to Re: Appropriate person" [Fwd has lower response rates]
- c. Write: "Bill, [insert referral name] thought it would make sense for us to talk. If so, let me know how your calendar looks." [Include your signature]. Trust me. Don't write anything else -- this is all you need.
- d. Bill has to take the meeting because his boss asked him to.
- e. Schedule the meeting.

# WRITE A THANK YOU

## Email the referrer a thank you

You want to open up dialogue in case you need their help in the future. [Three sentences max]

- Thank them for the referral.
- Tell them after your meeting you will report back. [Include your signature]
- Report back after the meeting. Keep it at the 30,000 foot level.



## Thank You Notes:

And, if you really want to separate yourself from the pack, send a personal thank you note. Again, keep it short and give one line of specific information to put your name/company in context.

GEORGE,

THANK YOU FOR THE IMMEDIATE RESPONSE LAST WEEK. BILL AND I MET ON TUESDAY. WE DISCUSSED A POSSIBLE PARTNERSHIP FOR McDONALDS AND VOODOOVIX. TURNS OUT, WE HAVE SIMILAR OBJECTIVES MOVING INTO NEXT YEAR. IF THE MOMENTUM CONTINUES, I WILL CERTAINLY KEEP YOU UPDATED.

BEST,  
BRYAN

## WHAT IF THERE IS NO RESPONSE TO YOUR SECOND EMAIL?

1. Wait one week. (Don't act desperate.)
2. Hit 'reply all' to your original email in the 'sent items' folder [remove your address]
3. Write:

“[Name],

*I never heard back from anyone last week. If it makes sense to talk, let me know how your calendar looks. If not, who is the appropriate person?*

*Thanks,  
[Signature]”.*

4. A boss responds. MEETING SET. NO RESPONSE to the 2nd EMAIL: Although rare, it happens. Wait a week and repeat the week two email strategy.

### the **QUICKEST WAY TO GET STARTED**

If you liked taking a look at one of our 35 sample cold emails you will probably like the rest of [our cold email system](#).

Here's what the system covers.

1. How to build an email list that predictably attracts new business.
2. The easiest way to find someone's email address (for free)
3. How to write effective cold emails (about your company) that generate leads
4. Responses to the 7 most common prospect objections (Email templates included)
5. What to do if you are only writing one person.
6. Our system to delegate and automate the lead generation process.
7. The proven system to follow-up.

To learn more about the Breakthrough Email System

[CLICK HERE](#)

If your company needs more leads, you can also hire us to do the cold emailing for you. This service is priced on a performance basis. (Pay-Per-Lead) That means you only pay when we bring you the appointment. [To apply click here](#).

(Note - The pay-per-lead program is designed for business owners and sales managers. Due to time constraints, we cannot accept applications from salespeople.)