

1 Lead A Day

How To Find Anyone's Email
Address...For Free





IT DOESN'T HAVE TO BE THIS HARD

Once i realized that cold-calling doesn't work, I knew it was time to change the game, and in a big way. I was determined to never make another cold-call again, and I haven't looked back since. Instead of defining myself by the success of my cold-calls, I created a new identity – part corporate sleuth, part selling ninja. Before I tell you how to do the same, let me give you a little background on my transition.

After I decided to quit cold-calling cold-turkey, I began developing [my cold-emailing strategy](#). It's a billion times more effective than cold-calling (literally 1,000,000,000x more effective – I crunched the numbers). Ok, so in all honesty it may not be a billion times more effective — but it sure feels like it. Not only will you be able to get responses from 80% of the clients you reach out to, but cold-emailing ensures that you only put in work with clients that can actually pay you – and pay you BIG.

Bad news: in order to be successful with cold emailing, you're going to need the email addresses of multiple VPs and C-level executives at target companies. Without those, you're going to have a hard time getting started. You also won't find their names listed in bold letters on the company's homepage.

Good news: it's actually really, really easy to find those emails: I'm talking 15 minutes or less.

But before we get there, you can save a lot of time and get even better intel by subscribing to a service that just does all the work for you.

If you are willing to pay for the data here are my top paid resources:

1. Sellhack
 2. eGrabber
 3. Find That Lead
 4. Rocket Reach
 5. Prospect Cloud
 6. Discover.org
 7. Lime Leads
 8. Email Hunter
 9. Redbooks.com
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10. The List
 11. Jigsaw (SalesForce)
 12. Dun & Bradstreet
 13. Spokeo
 14. Email-Format.com

These resources will also paint a more in depth picture of the company, offer trigger events and other valuable information you can use to increase the response rates in your cold emails. I highly recommend you check them out so you can save valuable time.

Obviously, paying for an email address is the fastest way to gain access....**but if you're willing to spend just a bit of time and effort – I'll show you how to find any address for free.**

Keep in mind that once you master these tactics you can always delegate the research to an intern, a virtual assistant, or someone else.

Tactic 1: Go to the company website. (3 minutes)

This one's kind of obvious – but it's the best place to start.

Begin by finding the webpage of the company your target works for.

Once you're there check out the About Us page, the News page and the Contact Us page.

The "About" page will provide you with the names of executives and key employees. (sometimes emails will be listed here as well)

The “News” page will often have a PR contact’s email listed in their articles – if the email includes the person’s name, you’ve struck gold.

If the PR contact’s email is: james.doe@google.com And your target’s name is John Smith

Your target’s email is most likely: John.Smith@google.com

If neither of those pages had any useful info, try the “Contact” page. If no email is listed but there’s an embedded contact form, you can fill out the form using your non-business email. Then input random text to see if they have an auto-responder. Sometimes the auto-responder will provide you with the company’s email format. Note: In order to limit automated web scraping and spammers, large companies and heavily trafficked sites usually don’t have email addresses listed. However, smaller companies – even many listed on the INC 500 – will have email addresses listed plainly on the site.

Tactic 2: Use Jigsaw.com (5 minutes)



Yes, Jigsaw does have a paid feature. But, where’s the challenge in paying for an email address?

Instead, use their free service. Here’s how you do it.

Begin by typing the name of the company you're looking for into the system. Then start refining your search based on their position or name.

What I like about Jigsaw is how easy it is to search the names and titles of the employees. You can sort by C-Level, VP's, Directors and then filter based on departments like Marketing, Engineering and Finance.

The screenshot shows the Jigsaw data.com interface. At the top, there's a navigation bar with 'Home', 'Contacts', 'Companies', 'My Account', and 'Community'. A search bar contains 'Ex: IBM or John Doe or CEO or jdo@data.com'. Below this, 'Google, Inc.' is entered as the target. The 'Directory' tab is selected. The 'Filter These Results' section has 'Level' set to 'Vice President' and 'Department' set to 'Engineering'. The search returned 15 contacts. A table of results is shown below, with columns for Title, Name, City, State, and Updated. The first row is 'Managing Director, Doubleclick' in Mountain View, CA, updated 05/09/13.

Title	Name	City	State	Updated
Managing Director, Doubleclick	[Redacted]	Mountain View	CA	05/09/13
Chief Business Officer	[Redacted]	Mountain View	CA	08/30/13
Strategic Partner Lead	[Redacted]	New York	NY	08/22/13
Strategic Partner Manager, Wireless	[Redacted]	Singapore		08/25/13
General Manager, Connected Home Solutions	[Redacted]	Schaumburg	IL	08/27/13

Once you've identified your ideal contact, all you have to do to gain access to their email is share one of your business contacts.

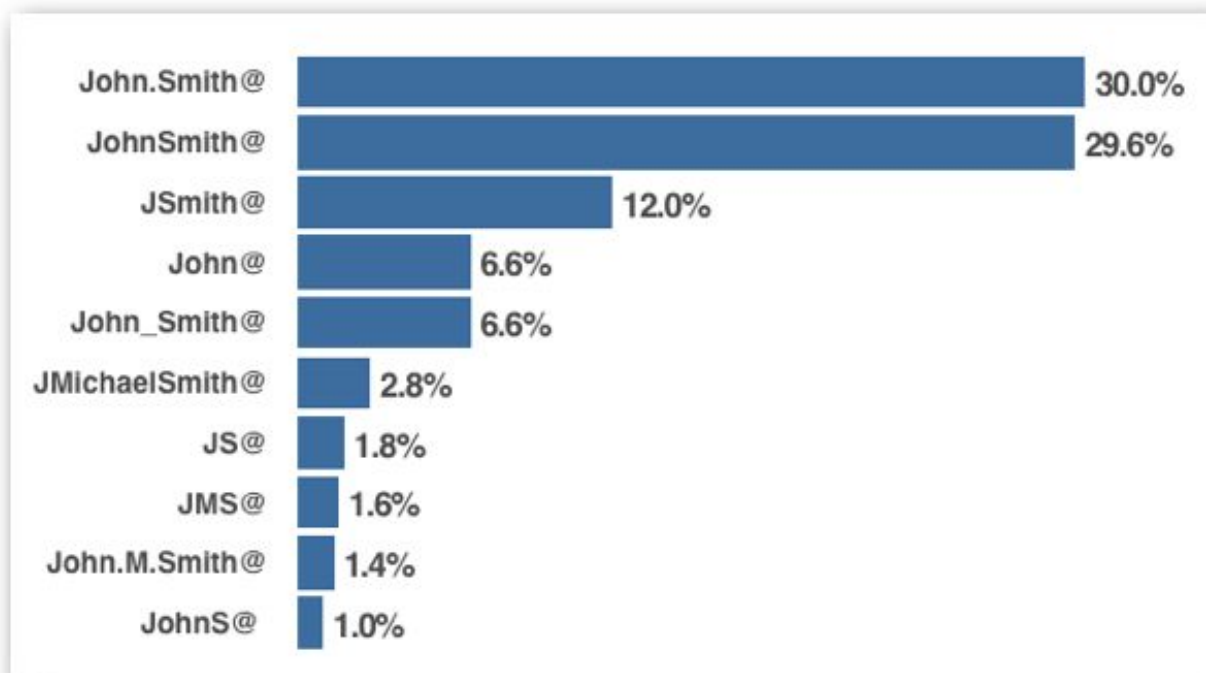
The only downside to using Jigsaw is that since the data is user submitted – many of the employees no longer work at the companies they are listed under. In our testing we've found it to be 70% accurate. However, 99% of the time you will still find the proper email structure for the company.

Tactic 3: Test Commonly Used Email Formats: (5 minutes)

After testing 15,000 emails and refining the cold emailing system – my team and I naturally started to notice some email formatting trends. You start to get pretty good at guessing emails.

But I don't want you to waste your time and learn the hard way, so I had my team research the email formatting of EVERY Fortune 1,000 company and document the results. (In our [training](#) we include the entire database of email formats.)

Here's the breakdown of the 10 most commonly used email formats by Fortune 1,000 companies – Example Target Name = John Michael Smith:



Note: There are only a few companies that I've come across over the years whose email formats are like trying to break the lock of a safe.

HP is one of them – They have numbers and only part of the name in the email format. It's terribly confusing. AT&T, is another company — with all their different mergers — that has inconsistent email formats.

But overall most companies have an email format that stays true across the board.

Note: Small companies typically follow the structure of John@ or JohnS@. (My email bryan@breakthroughemail.com fits in that category — feel free to shoot me an email and say hi)

Tactic 4: The Email Kickback Technique: (10 minutes)

This is one of my favorites email hacks. All you have to do is imagine you already did business with the company you're trying to work with. What would you do if you sent an email and it got kicked back?

You'd call them. Right?

You do the same thing with this step. (Just don't convey that you aren't already working with that person.)

I recommend that you research a higher-level executive who you know has an assistant. (You'll see why later.)

Then call the company so you are forwarded to an operator. They will never give you an email, but they will confirm an email for you. Then you simply explain that you got an email kicked back and ask to verify the email address.

Here's a call script I use: *"Hi this is Bryan Kreuzberger from Breakthroughemail.com"*

"I need help with something?" (Everyone likes to help, but I pause here to engage them and get verbal commitment before moving any further.)

Make sure to get permission to proceed...

"I emailed one of your employees and the email got kicked back."

"Can you confirm the email address for me?"

They will say yes or no. (Usually it's yes)

There yes will sound something like, "Well what's the email address you have?"

"Here is the email address I have...J-O-H-N-S-M-I-T-H-@-C" (spell out your best guess of their email. Make sure to get the spelling of their name right.)

Once you make a mistake they will stop you and give you the correct address. A lot of the time you will read the entire email and they will say, I don't know the problem, that's what I have on file. Now you know the email address.

In the scenario they say no, ask for the CEO. (Research the name beforehand.)

The reason I ask for the CEO is the CEO probably won't pick up the phone themselves and they will very likely have an assistant who will pick up the phone.

Here is why I like to target the assistant. If you play your cards right, the assistant can be just as helpful as the CEO. The assistant, like the CEO has an overview of the entire company. They may not make as much money but they know EVERYTHING that is going on.

When I get forwarded to the assistant. I adjust the process above...

"Hi this is Bryan Kreuzberger from Breakthroughemail.com, is [insert first name of the ceo] available? They will say no or what's it in regards to?

Then I will say, "Well I need help with something, maybe you can help. Is this a bad time? **Make sure to get permission to proceed. They may have three people in their office.**

"No it's fine. I've got a minute."

"Well, I emailed one of your employees and the email was kicked back. Can you confirm the email address for me?"

They will say yes.

There yes will sound something like, "Well what's the email address you have?"

"Here is the email address I have...J-O-H-N-S-M-I-T-H-@-C" **(spell out your best guess of their email.**

They will then confirm or give you the correct address. From here I take it one step further because this person can actually point me in the right direction.

"I'm trying to reach the appropriate person who handles...[insert the functional area of your target point of contact]" **For example,** "I'm trying to reach the appropriate person who handles [marketing]."

"I have a couple names but I'm not sure who the right person is. Would it be okay, if I explained what we do to see if you could point me in the right direction?" **Make sure to get permission to proceed.**

Sure.

Then explain what you do. **Make sure it's a lightning round version 30-60 seconds max.**

From there they will tell you the best person to contact. The best part is they will save you a ton of time in research and you get color and nuances to the org chart you can't get anywhere else.

I've tested this hundreds of times and they always give you the email address and one or two people to contact. Don't ask for each email address, just assume it is the same format.

The only time this didn't work was when I left a voicemail. But the assistant to the CEO always calls you back. And usually they call you back within 24 hours.

Pro tip: Before you hang up, ask the assistant if it is ok to use their name for the referral. If so when you write your email you can say you were referred by "name of the assistant" Use the subject line: Referred by Susan Smith...

Tactic 5: Perform a "Whois" Search: (7 minutes)

When a company registers a website, they have to provide an email address for an administrative or tech contact. Often this can provide you with the email format the company uses. Go to this link: <http://www.networksolutions.com/whois/index.jsp>

Note: Many companies these days use private or third party registration for their company site. If they do choose private registration, the email address on file will be for a non related domain like admin@networksolutions.com. If this happens — Ignore the whois results and move on to the next tactic.

Tactic: 6 Use Advanced Google Search (AKA: Google on Steroids)

Here's a little known Google trick...

Using your targets name – input the following search terms:

“firstname.lastname@companyname.com”.

Be sure to keep the quotes and replace “companyname.com with the company you want to find.

If a search result comes up (usually it will be bolded) with the full email address as you listed it – you've got a winner.

If no result appears – work your way down the 10 most common email formats that are listed above until you find a match.

To Learn more about secret Google tricks and advanced search operations – click here:

<https://support.google.com/websearch/answer/136861?hl=en>

Tactic 7: Sites that do the work for you: (3 minutes)

Below are four sites that automatically look up email address formats for you.

<http://mailtester.com>

<http://verifyemailaddress.org>

<http://emails4corporations.com>

<http://executivebomb.com>

Note: They don't have 'all' sites listed. I use this in combination with Jigsaw to find the email format.

Tactic 8: Install ZoomInfo® (5 minutes)



ZoomInfo is an outlook plugin that automatically shares your business contacts with the ZoomInfo community. However, In return – you get free, ongoing access to more than 65 million people and six million company profiles. That’s a pretty awesome tradeoff.

Here’s the link to install ZoomInfo’s community edition

plugin: <http://www.zoominfo.com/business/products/zoominfo-ce>

Tactic 9: Rapportive Hack (10 Minutes)

This gadget is something I use when I’m looking to get an email address as well as other online info for a potential target.

Rob Ousbey breaks down all the details of the hack here:

<http://www.distilled.net/blog/miscellaneous/find-almost-anybodys-email-address/>

Rob also created an amazing Spreadsheet to assist with this process. (it literally does 95% of the work for you!)

The details on how to use it are covered in the link above — as well as within the doc:

bit.ly/name2email

OK, there you have it – the 9 Steps to Finding Someone’s Email Address...

I truly hope that this report can speed up and improve your lead generation process — feel free to share it if you got some value from it.

P.S. If you have an awesome hack we didn't list — we'd love to check it out. We're always interested in learning and sharing the best techniques to save time and generate new business —[tell us about your hack here.](#)
