

Outbound cold email automation

Email 1: The personal and well researched email

How to write this email?

No reply? Don't worry. The money is always in the follow-up. How to write this email?

- Only briefly touch on the value you want to provide, all the information should be already in the previous email
- Remind them politely that they haven't responded
- Try a different tone, length and angle in this email in comparison to the first email
- Ask them to do one simple action, such as confirming what day they are available to speak

You can test this step and send the follow-up email in a new thread, with a new subject line. Alternatively, you can send it in the same thread so the prospect can easily refer to the previous email.

Email 3: The break-up email with a lot of value

How to write this email?

The first email is very important. You are a stranger, who has never provided any value to your prospects. Make sure this email has the following:

- Research on your prospect (name is the minimum)
- Research on your prospect's business (industry, news, relevant information for your pitch, their problems, industry problem)
- Relatively short copy
- A clear call to action
- Communicate the value you offer very clearly
- Don't ask for a lot of compliance
 - Don't sell anything
 - Don't ask them to schedule a call via a scheduling app
- Ask a yes/no question if they want to connect with you, or what day suits them the most to complete the next step (usually a follow-up call)

Email 2: The smart follow-up

How to write this email?

By now it's very likely that your prospect registered your emails. Again, most of the time it takes 3 (or more) emails to get noticed. What to include?

- State that you will no longer follow-up
- State that you will be still willing to help them in regard to their problems in the future – as your business focuses on solving these problems
- Send a free resource, such as a checklist, whitepaper, guide or your best blog post

