

The Warm Email Prospecting Blueprint

Create a targeted list

- Organizations you want to pursue
- Specific people in those org's
- Find email addresses for those people
- This is why you have to 1st identify your ICP

Describe your ideal client profile (ICP)

- Be clear about whom you're going after
- Allows you to build a more targeted list
- Increases your response rate
- Can be based on past clients
- Can be based on fictitious persona
- Generalist can have multiple ICP profiles

Establish a meaningful connection

- You MUST uncover & communicate meaningful connection
- It has to be personalized and relevant to the prospect
- Avoid a "written sales presentation"
- This piece is KEY!

The Warm Email Prospecting Blueprint

Make a quick and relevant pitch

- Must communicate relevance
- Must be short (125 words or less)
- Get right to the point
- Tie subject line and your opening sentence together

Do smart follow-up

- Response rates typically higher than direct mail or cold calling (on average and when done right)
- But most prospects won't respond (nature of direct response marketing)
- Send 2nd email to non-respondents 2 wks later
- Don't "reprimand" them for not responding
- Be gentle & professional
- Move on after 2nd attempt (unless there's good reason to keep trying)
- Success with Warm Email Prospecting requires long-term commitment

Prepare for conversation

- Be prepared to respond to replies/calls
- Have questions ready
- Have talking points ready
- Have "stock" email copy ready