

# SALES EMAIL MESSAGING CHECKLIST



## PREPARE

- Research the companies you are contacting to determine how to best tie *your* offer to *their* needs.
- Know the titles of the people you are contacting and understand their role in the decision-making process.
- Tailor the message to their title - what's most important to them?
- Be clear on how you differentiate your solution from the competition's solution.



## CREATE

- Write 3 subject lines for each message. Ideas:
  - Use all CAPS in one word for emphasis.
  - Use a question.
  - Use their name or the company's name.
  - Refer to something you've discovered during the research.
- Write the email body:
  - Keep it short - 3 simple paragraphs will do.
  - Focus on them, *not on you*.
  - Clearly articulate the problem your product/service solves *for them* and how you are different from other options.
  - Give 1-2 examples of how you've helped others like them solve the problem and what the results were.
  - Ask a question: Does this sound familiar? Would you benefit from these results?
  - Summarize how working with you improves *them*.
- Include your Call To Action (CTA).
- Include a link to your website in your signature line.



## TEST & TWEAK

- Test the 3 versions of the email with the varying subject lines to determine which gets the best response. Use the best one for sequencing.
- Sequence messaging. Send at least 4 emails over 4-8 weeks. Use the same message but change the copy a bit - add a new example or customer quote - and refer to previous attempts after sending the first message.
- Be respectful in your follow up emails.
- Ask to be forwarded to another person if they aren't the "right" person.
- Not everybody needs what you have at the exact moment you contact them. If there is no engagement after the last attempt, put them on a follow up list and try again in 6 months.

