

How to Write Emails People *Want to Respond to.*

SALES TEMPLATE

 Send



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Want people to respond to your email?

Here's our 5-part formula:

1 Prep Your Email

2 Subject Lines

3 Opening Line

4 Body Copy

5 Signature

1

Prep Your Email.



**Before you start writing, take
5 – 10 minutes to prepare
with *relevant* information.**

Try a simple Google search.



See if they blog –
If so, what do they care enough
about to write about it?



Find their social presence –

Do they have an interesting
new post? Have any recent
updates?



Check company website –

Review the about us page or management page.

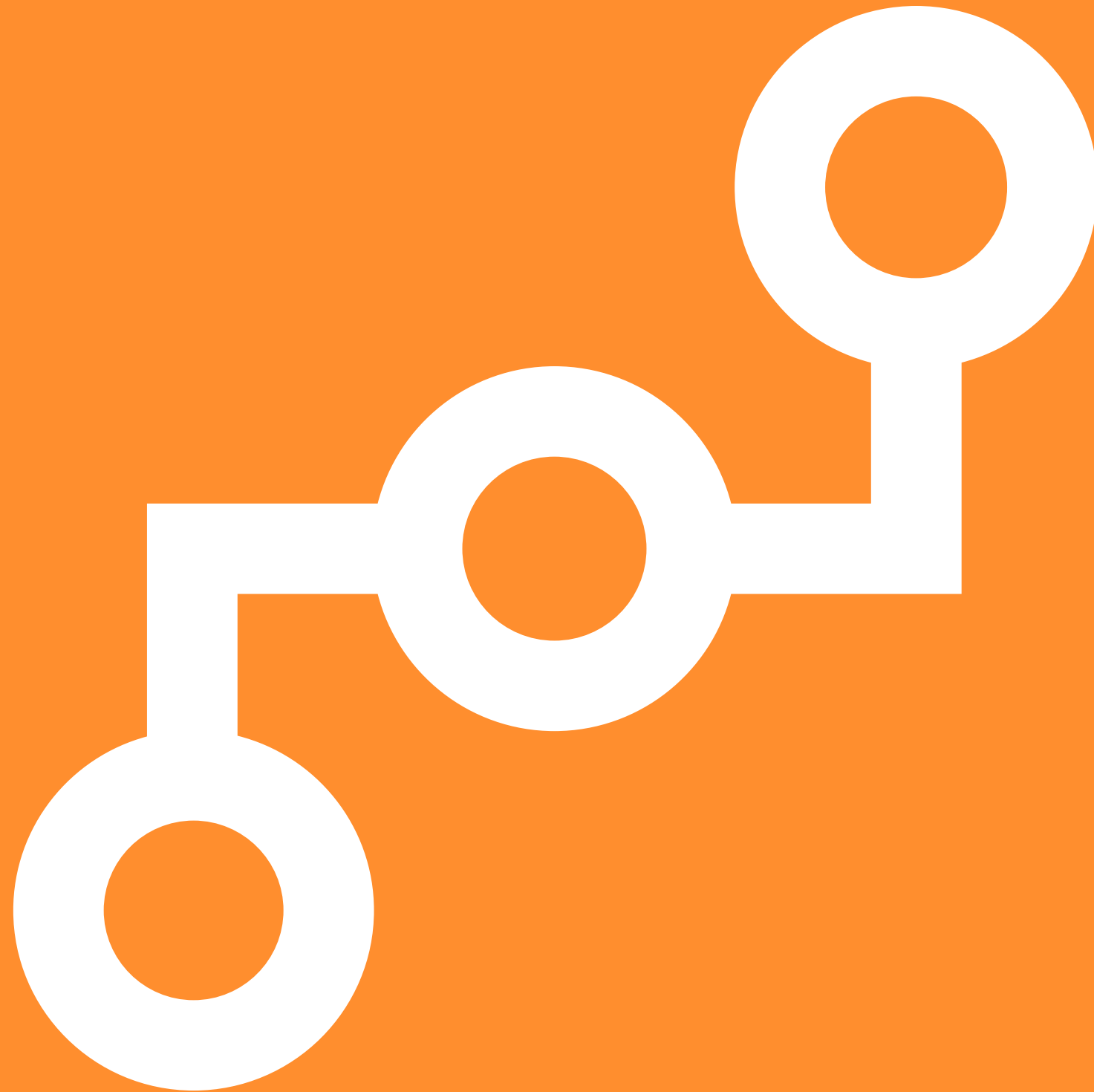




**But don't let your newly
acquired bank of information
end your prep.**

**We actually need a *reason*
to reach out to someone.**





Think: How are you connected?

Do you have mutual connections? Use them in your introduction to establish credibility.



Research: Use a trigger event.

Did an internal or external event happen that influences your email introduction?



Personalize: Leverage lead intelligence.

What pages did they
most recently view on
your site? Which search
terms drove them to
your business?



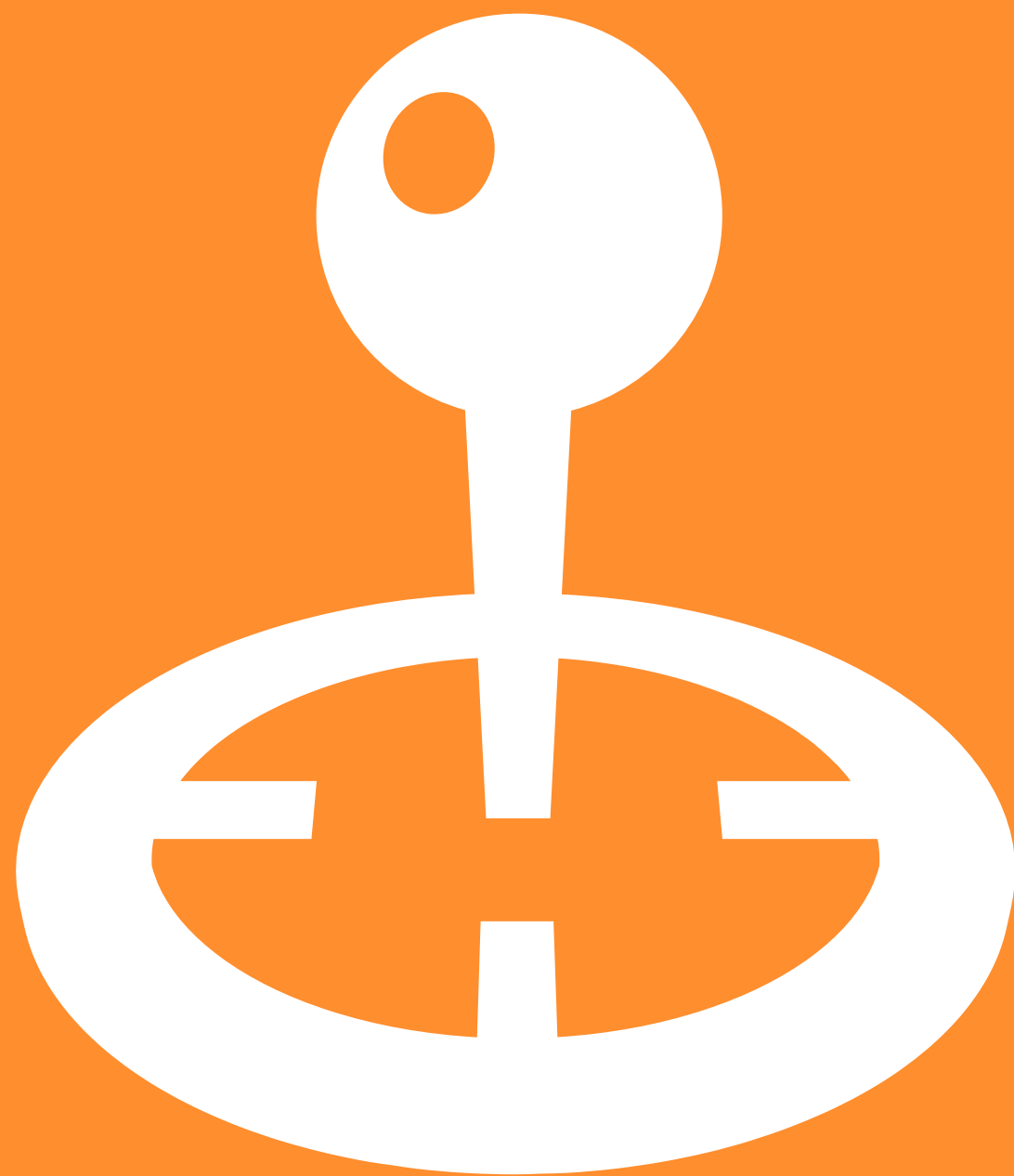


Context

Once we establish context, we can leverage that information to start a *personalized* email conversation.

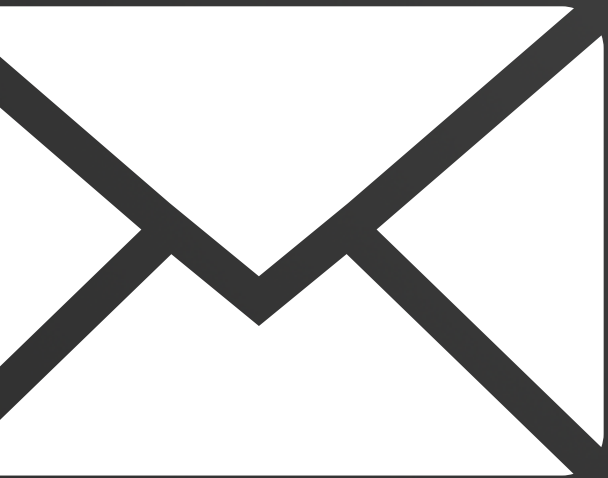
2

Subject Lines.



First set a goal –
that's not closing the deal.

Instead, focus on
getting a response.



Now, let's use that *context* to write our emails. Let's start with subject lines.

Mike, quick question for you.

[Mutual connection] recommended I get in touch.

Ideas for [thing that's important to them].

Question about [recent trigger event].

Question about [a goal they have].

Thoughts about [title of their blog post].

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Have you considered **[thought / recommendation]**?

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Meanwhile, *avoid* this words in your subject lines.

- | | | |
|------------|-----------------|--------------------|
| x Final | x Complimentary | x Unique |
| x Reminder | x Help | x Discount |
| x Sale | x Donation | x Solution |
| x Tempting | x Don't | x Partner |
| x Specials | x Exciting | x State of the Art |

3 Opening Line.



**Now, let's begin writing the
content *inside* your email.**



NAME

**How many emails
do you reply to
that begin with,
“My name is ...”**



**Start off by saying
something about
them, *not you.***

Mike,

I noticed you ...

Mike,

[Mutual connection] mentioned ...

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Mike,

Saw that we both ...

Mike,

I loved your post on ...

Mike,

Congratulations on ...

Want to know if your email was even opened?

Track it with Sidekick, a free tool that alerts you when an email has been opened or clicked.

[Click here to try it.](#)



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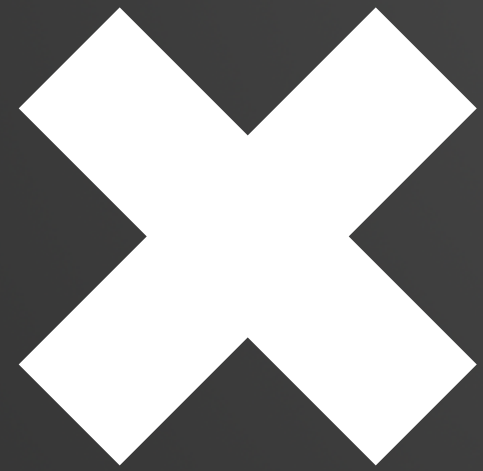


4

Body Copy.



**Your body copy should relay
your value by *connecting* you to
your prospect.**



Avoid generic value propositions like:

“We help web marketing firms increase their lead generation by 400% and effortlessly prove ROI to their clients.”



Instead, try asking a
great question that
aligns your research
with your prospect's
goals.

How, if at all, would you like to improve your strategy?

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Is **[benefit to them]** a priority for you right now?

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**Do you have any unanswered questions about
[topic of learning]?**

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Are you after a lifestyle business, or world domination?

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Are you alone on this?

Has it always been this way?

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Would it be nice, or does it have to happen?

What would you do if you were me?

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Was this all your idea?

For more questions, check out Rich Roberge's full list: <http://rickroberge.com/questions/>

Was this all your idea?

 Send Now



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5

Signature.



**Your email signature shouldn't
be a *distraction*.**

Instead, they should:

- ✓ Keep it short – aka no need to scroll up, down, left, or right.
- ✓ Use plain, black and white text.
- ✓ Leave contact information and a link to view your online profile of choice.



Put that all together, and you have the sales email template that crushes it for us.

Personalized subject line.

First name,

Opening line about the prospect ...

Question that aligns with the prospect's goals.

Simple signature,

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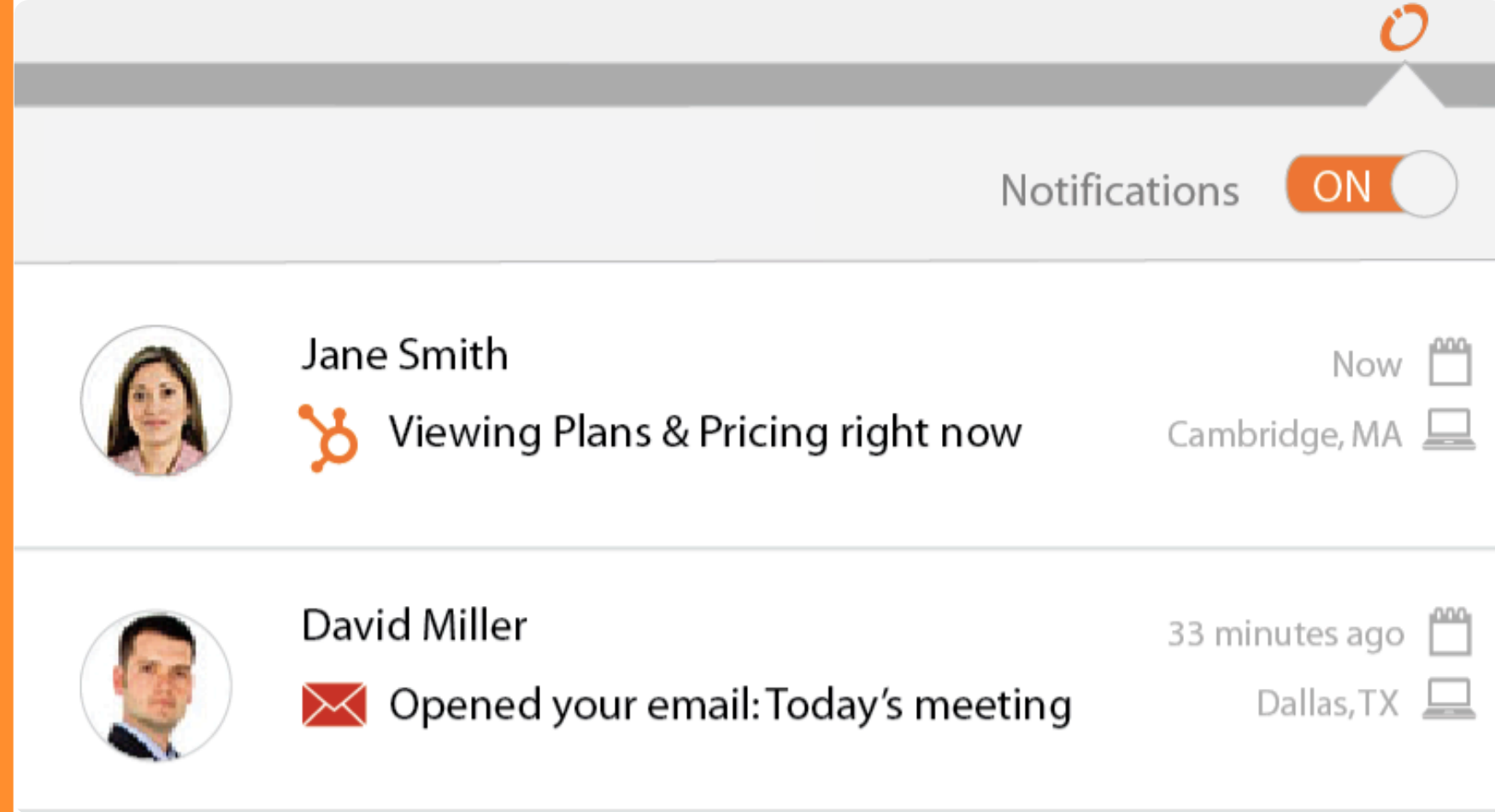




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this template works
for you.

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Sidekick is a free tool that shows who has opened and clicked your emails. These notifications can be received instantly on desktop or mobile – so you know which emails are performing best wherever you are.

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