



**LEARN TO CREATE EMAILS
THAT ACTUALLY GET OPENED**

***THE SCIENCE BEHIND CREATING
EMAILS THAT GET READ!***

Sixty-Two percent of companies said that their sales leads process needs improvement

Intriguing

The average human eats 8 spiders in their lifetime at night.

Only 54% of sales people are at quota

Online video now makes up 50% of all consumer Internet traffic.

Nigeria is the world's largest producer of oil

Donald Ducks middle name is Fauntleroy

2,500 left handers die each year using products designed for right handers.

3-5% is considered "full employment" in the U.S

"Text messages, which currently have an astounding 96% open rate, are typically read within an average of 15 minutes after they've been received and are responded to within an hour."



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WHY DON'T EMAILS GET READ?

**WHY IS IT THAT WE SEND OUT 100'S OF SALES EMAILS
AND, IF WE'RE LUCKY, GET A 2% - 5% RESPONSE RATE?**

**WHY IS IT THAT EVERY YEAR PEOPLE READ LESS AND
LESS OF THE EMAILS SALES PEOPLE SEND?**

It's because our buyers are super busy and everyone sends the same silly, boring, useless emails. The emails we're sending don't stand out, they don't offer value AND most importantly, they're not intriguing.

And that's a problem and the science proves it.

**Intrigue is the
most important
element of a**

successful email. Why? It triggers our brains in a way that forces us to take action, in this case, open the email. When readers find an email intriguing they can't stop themselves from opening the email. Their brain forces them to open it and read it.



TIME IS CRITICAL

Today's sales environment is more complex than it has ever been. Our customers and prospects are busier than ever. Being constantly connected, customers and prospects time is continually threatened. Our prospects and customers are barraged with endless emails. Their to do lists are a mile long. They are stifled by unplanned customer issues, and countless internal meetings. Reports are due, customers are calling, projects are unfinished, etc, there just isn't enough time in the day to get everything done.



Our prospects are crazy busy. Because they are so busy they guard their time with a steely tenacity. ***Our customers and prospects are NOT going to give up their time easily.*** They are already overwhelmed.

Unfortunately, this doesn't bode well for us. As sales people, it's our job to get our customers and prospects attention. It's our job to get them to pay attention to us. Our success depends on our ability to get customers and prospects to call us back, to take our calls, to give us their valuable time.

To gain your prospects attention and get them to give up their time, you need a trigger. Something that will have them pause and say, "I want to know more."
This trigger; Intrigue.

“As sales people, it's our job to get our customers and prospects attention.”

THE SCIENCE OF INTRIGUE

Intrigue is when we disrupt our clients or prospects thinking patterns. Here is how it works.

Our brains spends hours, days, weeks, months and years establishing patterns of those things around us. As we do our jobs and live our lives, our mind scans our daily surroundings and maps out patterns, these patterns then become predictable.



Our sub conscience mind embraces these patterns as the norm. These patterns are captured by our orbit frontal cortex (OFC). By embedding these consistent patterns in our sub conscience, our conscious mind focuses on the bigger more pertinent information coming in and ignores the little stuff. In essence, by identifying patterns the OFC allows the conscience mind to work more efficiently, ignoring the little, redundant information we are inundated with everyday.

What this means to our prospects and buyers is, their mind, their orbital frontal cortex (OFC) has been programmed to tune out sales emails. By ignoring the massive amount of emails and calls sales people send, prospects and buyers are attempting to be more productive. This human tool or reaction to the norm, to the predictable, has a negative effect on sales people. We get tuned out!



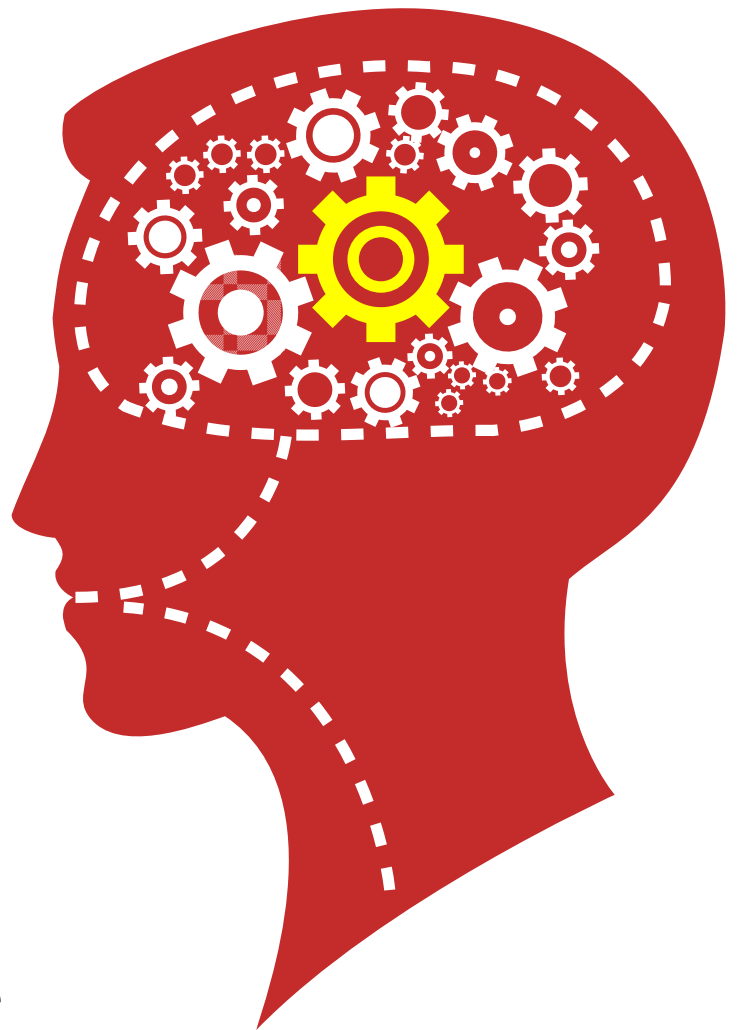
"Intrigue is when we disrupt our clients or prospects thinking patterns."

To capture a prospects or customers attention, to avoid getting deleted from the inbox, we have to disrupt our prospects and buyers pattern of thinking.

We have to give them information that breaks the expected patterns. You have to get their subconscious to say; "Hey, wait that's not right. That's not what I am expecting here." When we're surprised or exposed to something we didn't expect, our sub-conscious sends a message to our OFC that says hey, this isn't right. You need to check this out. It's not what we we're expecting."

When our expectations aren't met, when our patterns are disrupted, our brain cells fly into action. This process begins in a tiny region of the brain called the *anterior cingulate cortex (ACC)*. When we expect something that doesn't happen the brain creates a unique signal called the error-related negativity signal or the "oh, shit!" circuit. I like the "oh, shit!" name best. When the "oh, shit!" circuit is tripped, we can't help ourselves. We have to take action, we have to explore further, and when it's an email, we open it.

As sale people who send emails or just need to get prospects and customers to listen the best thing we can do is to figure out how to trigger the ACC. We have to get to the "oh, shit!" circuit of our prospects. The way to do this is to be ***intriguing.***

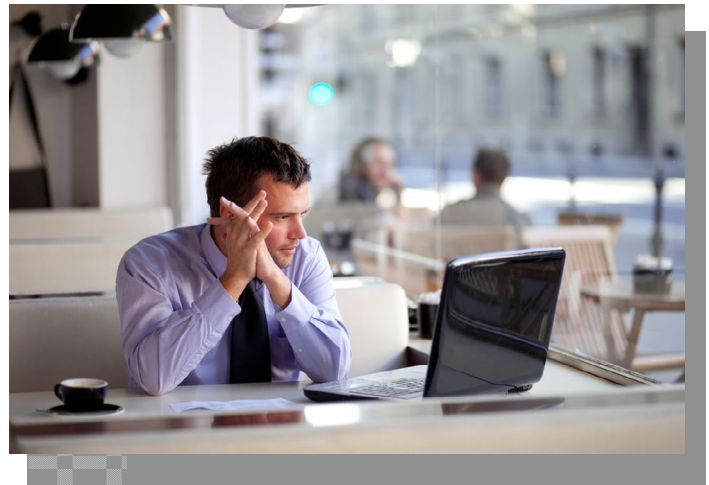


THE UNEXPECTED

Intrigue is created through the unexpected. It's created in our ability trip up the predictable pattern our customers and prospects have. In other words, we must provide information our clients and prospects didn't expect.

GAP THEORY:

Have you ever found yourself watching a stupid TV show because you just had to know what happens in the end? Have you every stayed tuned to the 10:00 news, even though you were tired, because the lead was; "When we return, see what gaffe President Obama made in the Rose Garden today?"



The reason is, when we want to know something we don't already know, we become **curious** and want the answer. It's like getting an itch, we want to scratch it. To scratch the itch, we will invest our time. We'll stay up later to watch the news even when we are tired, we'll sit through a stupid TV show and we'll even return a sales person's call. This gap in knowledge is called "Gap Theory*" and it's a sales persons best friend.

Gap theory is when there is a gap in our knowledge that can't be filled. It creates pain. This pain won't go away until we gain the knowledge or fill the gap. You wanna get more prospects to open your email? Create a gap. Figure out a way to find and deliver information your client or customer doesn't have, that they need. What do you know about the industry, their competition, science, the market, innovation or more that your prospect doesn't know. When you find information pertinent to your target customers, your ICP that they don't know, that's gap theory.

SURPRISE:

Another way to have our patterns broken is to be surprised. *When we are surprised, when we didn't expect something, we sit up and take notice.* As I said earlier, our brains are dialed in to changes in of our surroundings. They can be anything from how you communicate, to what you communicate.

Did You Know?

In the beginning of this ebook there were a number of "surprising" facts. How many did you read? Did you read them all? Did you stop reading this and go research any of them? Did you stop reading and say to the person next you; your spouse, your friend or your co-worker, and say; **"Hey, Did you know that ...?"**

If you did, it wouldn't "surprise" me. That's what we do, when we are surprised. We stop, take notice and react!

MYSTERY:

A mystery is a story that makes no sense, it's when we're presented with a "huh?" Mysteries exist where ever there are questions without obvious answers. Why do less than 80% of a sales people make quota? Why are only 30% of IT projects successful. Why don't customers like our new product?

Mysteries are powerful. They invite the prospect to solve the "huh?" with you. Mysteries create a need for closure. We (our prospects and customers included) don't like to leave things open. We will "hang-around" to get the answer. -- to get closure.

Creating mysteries for prospects and clients will lure them into discussion and on a journey. By creating mysteries prospects will stick with you until they get closure, and if done right that get's them to respond to your email and assist in solving the mystery. Creating mystery is a great way to get prospects to open your email and respond. Mystery engages people and that's what great sales emails do.



WRITING GOOD EMAILS

To get more prospects to open your emails, to get more responses to emails you have to create intrigue. You have to be unexpected. The way to be unexpected is to leverage, mystery, curiosity or a knowledge gap and surprise.

THE KNOWLEDGE GAP EMAIL

Find “Knowledge Gap” then fill it!

I’ve found, the best way to get prospects to open and read your email is to know something ***they don’t*** about the industry, their business, the products they use, and more. When we know something our prospects don’t we create a knowledge gap. A knowledge gap creates curiosity. Curiosity creates intrigue.



Our job as sales people is to sell products and services that improve the existing condition of our prospects and customers. If we are unable to improve their situation, we have nothing to sell. For us to demonstrate we can improve a prospects environment requires knowledge and information about the industry, the market, their business and their competitors business.

If you want a prospect to read your email, find the gap in their knowledge by knowing things they don’t.

Do research on why companies fail in the area you help them succeed. Look for obscure information that could positively affect your prospects current state. Do the research for them. Become a treasure trove of data and information for your customer.

Once you have this information, ask questions the prospect doesn't know the answer to. The key here is NOT to share the facts first, but to ask the questions. Don't give away the milk, make them request the cow.

Work on getting prospects to realize they need the information only you have.

For example; ***"Your competitor XYZ company has found away to shorten the manufacturing process by 3 days using our product."***

Pointing out that someone knows something your prospect doesn't will cause them to realize they need more information. Information they have to get from YOU!

I promise you, they'll open that email. ;)

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THE SURPRISE EMAIL

Surprises break up a pattern. Prospects and customers get emails all day, everyday. They are the same old, boring, emails from everyone. There is little to no difference from one email to the next.

This is a real email I recently received. This is why emails don't get opened.

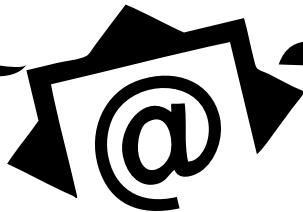
SUBJECT: Availability to Chat?

I hope you're great!

I'm from xyz company, an Expense and Accounts Payable software Company that helps companies, like yours, run more efficiently. I'm reaching out to find time to connect with you in the coming weeks.

I'd love to learn more about your business and determine if XYZ company would make sense for you and your business.

Do you have 10 – 20 minutes next week for a quick introductory call?



Really? This person believes this email works or thinks they are going to build their pipeline with this?

I've gotten more of these emails than I can count. I tune them out right from the get go. There is nothing here to make me want to give up my valuable time to respond. The ones that don't get tuned out, surprise me. They break my expected pattern of an email.

Like most of us, our prospects and customers have learned to tune out these emails too. To avoid getting tuned out, surprise your prospects, break their pattern, be different.

Use humor, use a few off the wall and surprising facts about your product or service, share some unique and unknown facts about your clients industry, make a silly promise, use pictures or video, do whatever you can do to break the email pattern your prospects are already used to.

If you can't break your prospects pattern, you won't get their attention. They will simply hit the delete button and poof your message goes into the cyber trash.

Create surprise, just avoid being gimmickry, keep your message germane to your prospect.

SURPRISE HACK:

Use Bomb Bomb to send emails. It's a video email platform. Buyers and prospects are always surprised to get a personal video email.

Check them out here: www.bombbomb.com

THE “MYSTERY” EMAIL

The mystery email brings someone on a journey. To use mystery in your email, think in terms of stories and not making sense. What do I mean, not make sense? When you send an email, write something that doesn't make complete sense, but let's the prospect know that by calling you back it will make sense. ***Mysteries are questions without obvious answers.***

Dave sells for a sales recruiting firm. He wants to get a prospects attention. He sends this message:

Jennifer,

Hi, this is Dave at High Powered recruiters. I'm calling you as the head of sales because we've discovered something very interesting. What we've discovered is sales organizations aren't successful because of the experience of their sales teams. That increasing sales and making quota is only loosely tied to coaching and training. Additionally, that the most successful way to increase the productivity of a sales team isn't through sales management.

If you're goal is to increase sales and the overall productivity of your sales team, I'd love to share with you what we've learned that actually has the largest impact on sales success and growth and how it can have substantial impact on how you develop your sales organization moving foreword.

You can reach me at . . .



If Jennifer has worried in anyway about hitting quota or her the strength of her sales team, this email will leave her wondering what is Dave is talking about. She is going to want closure. She is much more likely to call Dave back and ask him questions, to go on the journey with him to solve the “uh?”

To most sales leaders, coaching, experienced sales teams, training, sales management, etc. are the key levers to pull to improve sales. What Dave is suggesting is this isn't true. To Jennifer, it doesn't make sense. She is now curious.

THE SUBJECT LINE

Even if you do all of this right and create a powerful email that triggers the error related negativity signal or the “Oh, shit!” circuit, it’s not enough if the subject line is crap. There is nothing more important than being able to convert the intrigue you’re trying to create in the email to the subject line. The subject line **MUST** immediately trigger intrigue, the readers attention has to be captured immediately. If not, all the goodness inside the email goes to waste.

To make sure your subject line is good, read your email over and over, what is the key element of the intrigue? How are you trying to get their attention? Once you’ve determined that, reduce it to a 8-12 words and make it impactful, be creative and push the envelope.

*The subject line **MUST**
immediately trigger
intrigue!*

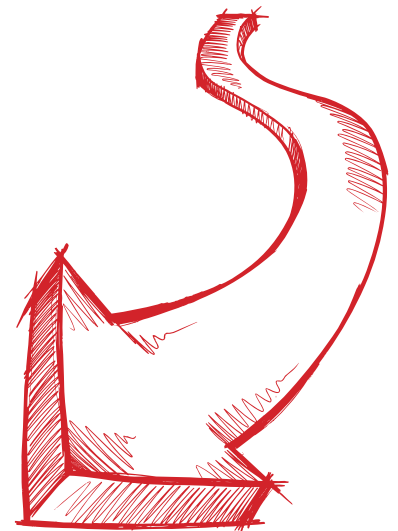


Imagine you're using GAP Theory in an email to your prospects around a new government mandate in the hosting industry that could have substantial impact on a part of their business they may not be aware of. Your email is well written highlighting this new mandate and why it matters and why the prospect should set up 15 minutes to learn more.

The subject line could read:

New Federal Mandate Could Cost Hosting Companies in (Where they are Headquartered) Millions

If you're a buyer responsible for preventing this from happening, you're going to open this email. That's a fact. ***Notice the amount of intrigue this creates.*** If the target customer is unaware of any new mandates, they can't help themselves and will open the email.



Hack: For help with email subject lines check out CoScheduler's Headline Analyzer.
<http://coschedule.com/headline-analyzer>

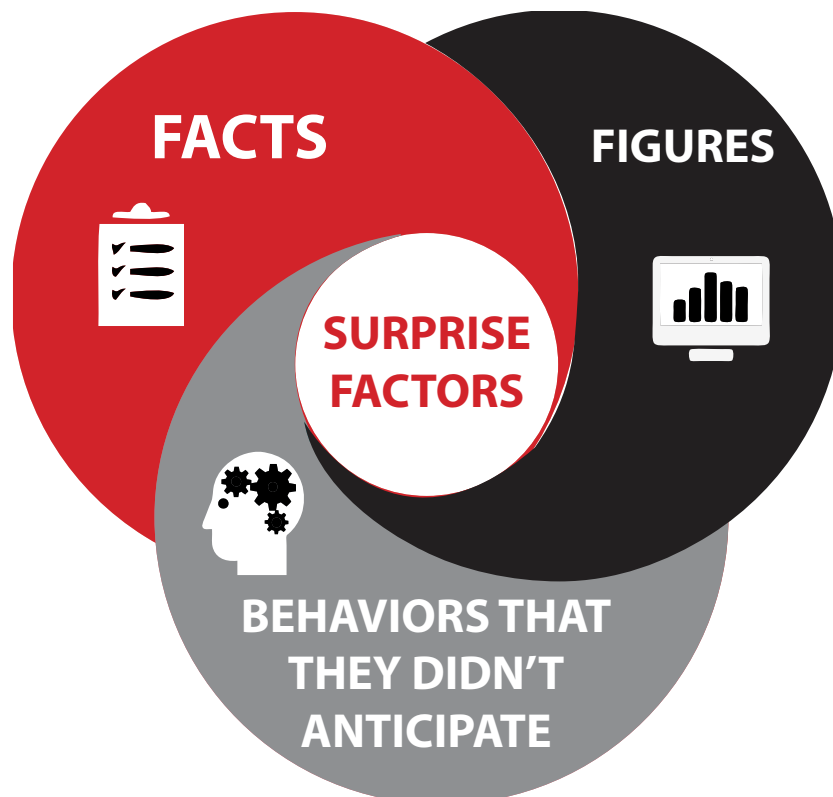
SUMMARY

Getting buyers and prospects to respond to emails isn't easy. But it still can be very effective if done right. Successful emailing takes more than perseverance and commitment. It requires us to be smart and knowledgeable.

It requires us to be unique in our messages and how we deliver them. It takes an understanding of the science behind capturing people's attention and holding it.

The science tells us that to capture people's attention, established patterns need to be broken. These patterns are subconsciously created in our brains through years and years of experiences. The patterns are broken when we are confronted with the unexpected, when our mind says "hey, that's not accurate. That's not what I expected in this situation." It's when we trigger the "oh shit" circuit that people sit up and take notice.

To trigger the "oh shit" circuit and get prospects and customers' attention we need to surprise them. Surprise them with facts, figures, or behaviors that they didn't anticipate.



Once we've surprised our prospects we want them to take action. We want to get them to open our emails and respond. To hold their attention long enough to engage us for more information, i.e., get back with us, agree to have a meeting, etc. we need to generate curiosity. To generate curiosity we need to know things our prospects don't. We need to have information they don't have. We need to create a knowledge gap. If prospects and customers feel there is a gap in their knowledge, they will want to fill it. They will respond to you.

The other way to capture and hold our prospects attention and get them to act is through mystery. Mystery is similar to a knowledge gap, however many times it's more than just a gap. It's knowing something your prospect or customer knows nothing about and is confused by. By posing questions that don't make sense and create a "uh?" reaction by your prospect, they become engaged, staying with you until they can have closure and the "uh?" feeling is satisfied.

To get prospects and customers to call you back, to be interested in what you have to offer, to be drawn to you, be intriguing. The science isn't wrong.



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SOURCES:

“Made to Stick”

Dan and Chip Heath

“How Decisions are Made”

Jonathan Lehrer

“Snap Selling”

Jill Konrath

A SALES GUY

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