



Cold Email  
Success Summit

# ACTION CHECKLIST

A list of actionable steps as taught by the world's  
foremost cold email experts



# MIKE LIEBERMAN

DISRUPT THE STATUS QUO AND MAKE  
THE RECIPIENT A HERO

This checklist is designed to help you follow along with the speaker session and get an overview of the steps you need to take to implement this tactic. If you want us to review your work and provide suggestions, [Become an EHQ Member](#)

1



Decide what your goal for cold emailing your prospects is and write it down.

2



Choose 10 prospects in the same industry.

3



Create 2 sets of emails with the same body but different subject line.

4



Send one email set to five prospects and the other set to the remaining five prospects.

5



In a week, record your results of each set.



# DEB CALVERT

EFFORT AND OPPORTUNITY - COLD  
EMAIL THE EFFICIENT WAY

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1



Visit <https://www.crystalknows.com/> and add the extension to Google Chrome.

2



Visit LinkedIn.

3



Find a person within your niche that you would like to reach out to by using LinkedIn's advanced search.

4



On your right hand side, you will find tips provided by Crystal Knows on how to tailor a message to that prospect.

5



Using that information, create an email message and send it to your prospect.



# STELI EFTI

## THE 1, 2, 3 EMAIL HACK THAT GETS RESPONSES

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1



Choose a prospect to follow up.

2



Using the Breakup email method, decide between "Goodbye from (name)" or "Should I Stay or Should I Go?" for your subject line.

3



Create the body of your email that reads similar to Steli's example. An example would be: "Hey I assumed that this is just not the right time, so I'm going to take you off my email list. You'll never hear from me again. Here is my contact information. Whenever you decide it's the right time, get in touch with me. But for now I'm deleting you from my database."

4



Now choose another prospect who isn't as far to the end of your email sequence.

5



Using the 1, 2, 3 Email Hack, decide on a subject line or use Steli's example which is "Is it 1, 2, or 3?".

6



Create an intriguing message with three possible scenarios for them to choose from. Make sure that the last scenario is funny.





# ROD SLOANE

## THE LOVE-HATE RELATIONSHIP OF PROSPECTING

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1



Construct an Ideal Client Profile by first asking yourself what kind of industry your prospects are in.

2



Go a step further and ask yourself if you want to focus on small, mid or large sized companies within that industry.

3



Figure out what region you would like to focus on.

4



Write down in two complete sentences who your ideal clients are and why.

5



Visit LinkedIn and find ten individuals within that profile and construct a message for each of them.



# MATTHEW BELLOWS

## STEP ABOVE THE GENERIC WITH RESEARCH, TIMELINESS AND FOLLOW-UPS

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1



Find five individual prospects to contact and/or follow up with.

2



Create a spreadsheet of each individual and note where they are in your sequence. (ex. First email, follow up, phone call, phone call, email.)

3



Create a subject line less than five words for each prospect. If you are following up with anyone, use the phrase "Next Steps."

4



Find something timely that happened in each prospect's company or life. To do this, visit their company's website, their social media, and each prospect's LinkedIn to find any significant and recent update.

5



Mention this news and send the message.



# RYAN O'DONNELL

## WRITE DRUNK, EDIT SOBER: CREATIVE EXPERIMENTS

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1



Write down what your goal is for sending out your cold email and be specific (ex. Recording a podcast)

2



Choose one person within a specific industry that you would like to reach out to.

3



Now sign up to [hunter.io](#) and search for the individual.

4



Enter the domain name of the website associated with this individual.

5



Search for the individual's name.

6



Now that you've got their email address, construct an email sequence that you will send out to this person. Be creative and let your personality through.



# JOHN BARROWS

## WHY YOU, WHY NOW: EMAILS THAT MAKE A CONNECTION

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1



Create an account on Sifterly

2



Link your company page to your Sifterly profile

3



Visit their trending page

4



Choose a subject underneath All Stacks that is associated with your industry

5



Find a competitor of yours whom you know you have a unique advantage over. See which companies are using their service and target them.



# JON BUCHAN

## HUMOR INTERRUPT: ATTENTION, COMMUNICATION AND PERSUASION

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1



Choose a prospect you want to reach out to and construct a printed letter to them.

2



Begin the letter with "Apologies, in advance".

3



Using Jon's "humor interrupt" method, create a balanced message that grabs their attention and makes them laugh. Make a small pitch to them, followed by some humor.

4



Like Jon, find something absurd that you can include in your message that has nothing to do with your company but will make them laugh.

5



Mail them the letter and a few days later email them a short follow up.



# SAPPH LI

## ATTRACT AND REIGNITE YOUR PROSPECTS USING PROVEN EMAIL TEMPLATES

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1



Choose a prospect who hasn't answered your initial emails or your follow ups.

2



Using approach number five, begin the email by saying, "Hey, I haven't heard from you for awhile. Please let me know where you stand."

3



Then provide them with options.

4



Build three individual landing pages for each option.

5



Send the email and record whether this approach was effective or not.





# JOSH BRAUN

## A GIVING MENTALITY TO COLD OUTREACH

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1



Find a company and visit their website.

2



Come up with a problem in any of their pages that you think you can improve.

3



Download Loom.

4



Visit their website and use the Loom extension to point out an element in their website that can be better.

5



Now download the link to the video and send it to the prospect via email.



# DMITRY DRAGILEV

## BUILDING STRONG RELATIONSHIPS WITH COLD EMAIL

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1



Find an interesting article written by a journalist you want to connect with.

2



Now visit Quora and in the search type in a keyword that would be associated with that article.

3



Find a question that can be answered using what you've learned in the article.

4



Answer the question and mention the name of the reporter who wrote the article and link to the article as well.

5



Contact the reporter with a link to your Quora answer and ask them if you did it justice.



# DAMIAN THOMPSON

## AN OFFER AND YOUR OFFERING, THE DIFFERENCE

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1



Create an event, webinar or anything similar in which you can invite your client's to and provide them with value.

2



Choose 1 or 2 of your devoted clients that you would like to feature at this event and who have expertise that they can share.

3



Tailor a message asking them if they would consider participating.

4



Ask them to invite a few friends who maybe interested in the event as well.

5



Choose a date. Then create a Facebook group and email message and share with your followers.



# DAVE SCHNEIDER

## RITUALS FOR COLD EMAIL SUCCESS

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1



Gather a list of 10-20 individuals you want to work with.

2



Choose one person out of that list.

3



Visit their website and social media channels and follow them all.

4



Read a blog post or tweet of theirs and engage with it.

5



Develop a weekly or daily schedule where you will commit at least 15-20 minutes a day to engage with this individual.



# JAKE JORGOVAN

## HOW TO OPTIMIZE YOUR PROSPECTING USING LINKEDIN

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1



Visit your LinkedIn profile and make sure it is optimized.

2



Download and configure Dux-Soup Chrome plugin

3



Use LinkedIn's search and choose one company that you wish to prospect or work with

4



Click Visit Profiles on Dux-Soup

5



Choose one person within that company and craft a message for them.



# AARON ROSS

## A METHOD TO FINDING YOUR PERFECT CUSTOMER

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1



Using Matrix 1, first ask yourself, what's your best type of customer?

2



Then ask yourself, does this company have a "pain" that you can solve?

3



Are there any tangible results you have with a similar customer?

4



Is there a unique genius or some kind of differentiator in your expertise?

5



Now choose one friend or family member you trust to share your answers with and that will help you refine them as well. After you meet together and brainstorm, write your new and improved answers in your notebook.





# ALEX BERMAN

## THE 3 ANATOMIES OF A COLD EMAIL

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1



Develop a cold email template for your prospects by first beginning with the subject line. Keep it short and simple.

2



Then introduce yourself with your name, a personalized first line and a short introduction.

3



Underneath this create a generic sentence where you will display the results you've earned within a specific niche. (ex. Reaching out because we have worked with several great companies similar to <company> helping them get <results>).

4



Underneath this include a short and simple CTA.

5



After you've completing the email, challenge yourself and choose a specific company and tailor your message to suit them. Go a step further and visit [hunter.io](#) to find a specific person within that company to contact.



# ARVELL CRAIG

## ALL CHEESE AND NO WHISKERS: SELLING WITHOUT A HIDDEN AGENDA

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1



Find a client that you'd want to reach out to.

2



Write down what your "cheese" is and how you will lead with your work.

3



Sign up to <https://kickbox.io/>.

4



On the dashboard, type this client's email address to check if it still exists.

5



If it still exists, send them your message.



# CATHY PATALAS

## A LEAN APPROACH TO COLD EMAIL

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1



Visit <https://www.quora.com/>.

2



Find a question related to your niche and 5-10 prospects who gave the best answers to those questions.

3



Visit each individual's Quora profile.

4



In a spreadsheet, write each individual's name, their occupation and whatever other information they have via Quora.

5



Visit [Hunter.io](https://hunter.io) or any other email finding tool. Type the individual's company name and collect their email and save it onto your spreadsheet.

6



Construct a personalized message for each prospect. Mention their answers on Quora.



# JEFF MOLANDER

## A MINDSET SHIFT FOR EFFECTIVE COLD EMAILS

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1



Identify a prospect you want to reach out to.

2



Create a Tailored, Targeted, Templated email for that potential prospect.

3



Now send the prospect the email.

4



After making your first cold email attempt, wait 12 days, then 6 days, followed by 3 and finally 1.5. In your calendar, mark down the days where you will follow up with your prospect. Attempt 7 times minimum.

5



In your notebook, create a template of every follow up email you will send your prospect, should they not respond. Remember to keep it brief, blunt and basic.