



ACTION CHECKLIST

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

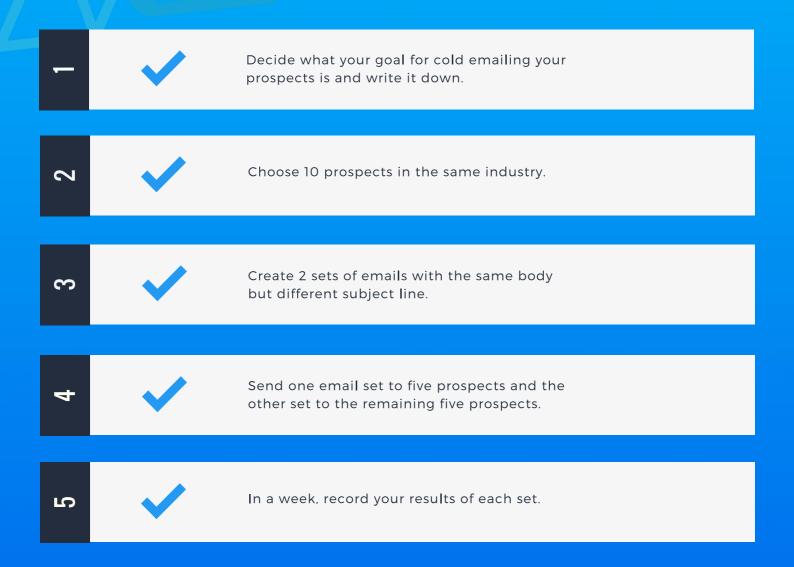


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MIKE LIEBERMAN DISRUPT THE STATUS QUO AND MAKE THE RECIPIENT A HERO

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







-		Visit https://www.crystalknows.com/ and add the extension to Google Chrome.
2		Visit LinkedIn.
က	~	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.
2	~	Using that information, create an email message and send it to your prospect.



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

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Cold Email

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ROD SLOANE THE LOVE-HATE RELATIONSHIP OF PROSPECTING

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-	~	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.
က	 Image: A second s	Figure out what region you would like to focus on.
4	~	Write down in two complete sentences who your ideal clients are and why.
ß	~	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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-	~	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.)
က	~	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.
വ		Mention this news and send the message.





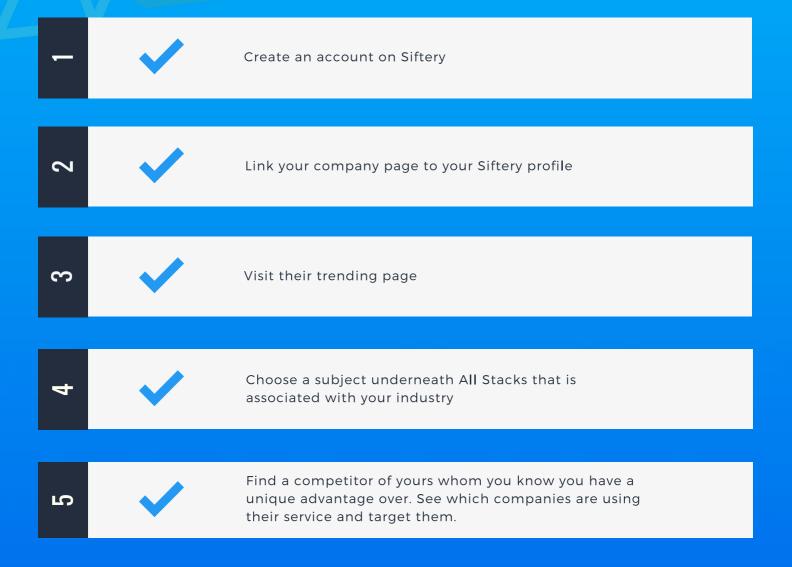
RYAN O'DONNELL WRITE DRUNK, EDIT SOBER: CREATIVE EXPERIMENTS

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-	~	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.
ო	 Image: A second s	Now sign up to hunter.io and search for the individual.
4	 Image: A second s	Enter the domain name of the website associated with this individual.
ഹ	~	Search for the individual's name.
ى	~	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.









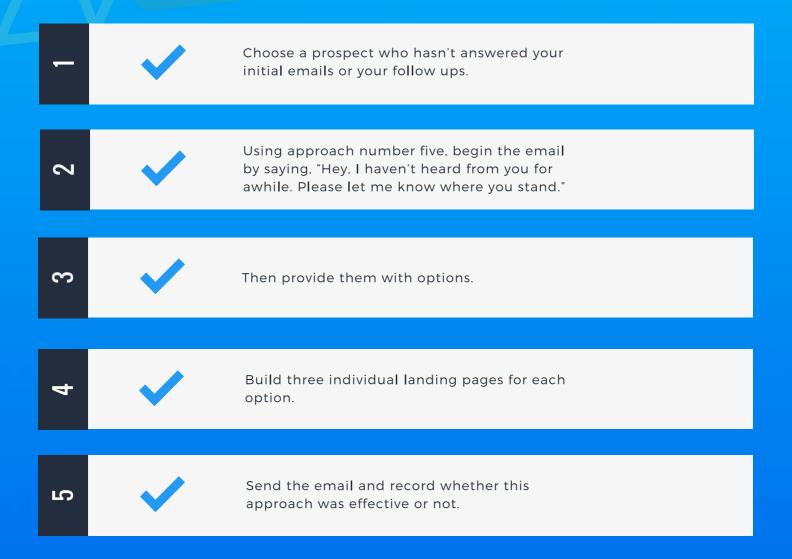
JON BUCHAN HUMOR INTERRUPT: ATTENTION, COMMUNICATION AND PERSUASION

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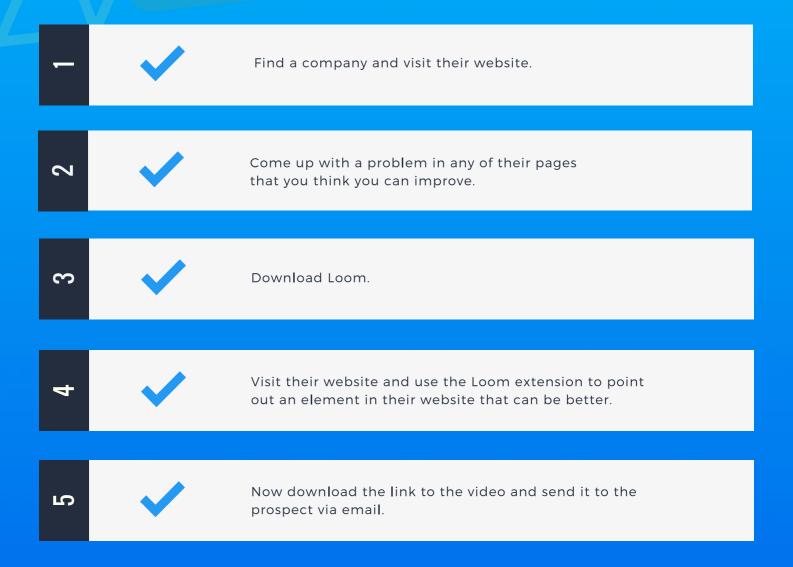






JOSH BRAUN A GIVING MENTALITY TO COLD OUTREACH

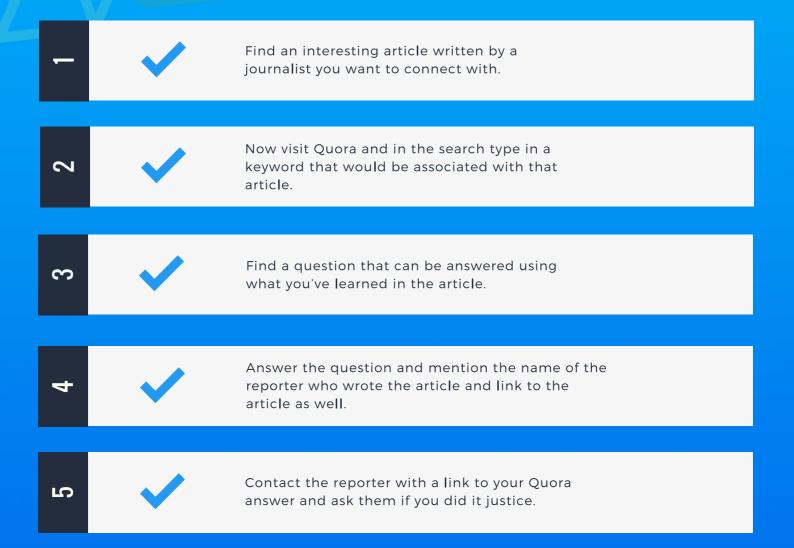
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DMITRY DRAGILEV BUILDING STRONG RELATIONSHIPS WITH COLD EMAIL

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DAMIAN THOMPSON AN OFFER AND YOUR OFFERING, THE DIFFERENCE

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-		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.
က	~	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.



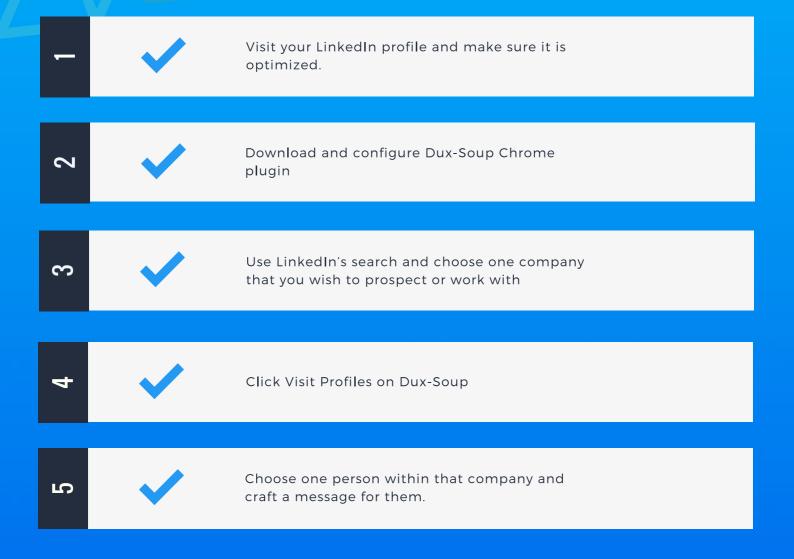
DAVE SCHNEIDER RITUALS FOR COLD EMAIL SUCCESS

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AARON ROSS A METHOD TO FINDING YOUR PERFECT CUSTOMER

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-	~	Using Matrix 1, first ask yourself, what's your best type of customer?
2	 Image: A start of the start of	Then ask yourself, does this company have a "pain" that you can solve?
က	~	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?
ß		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.





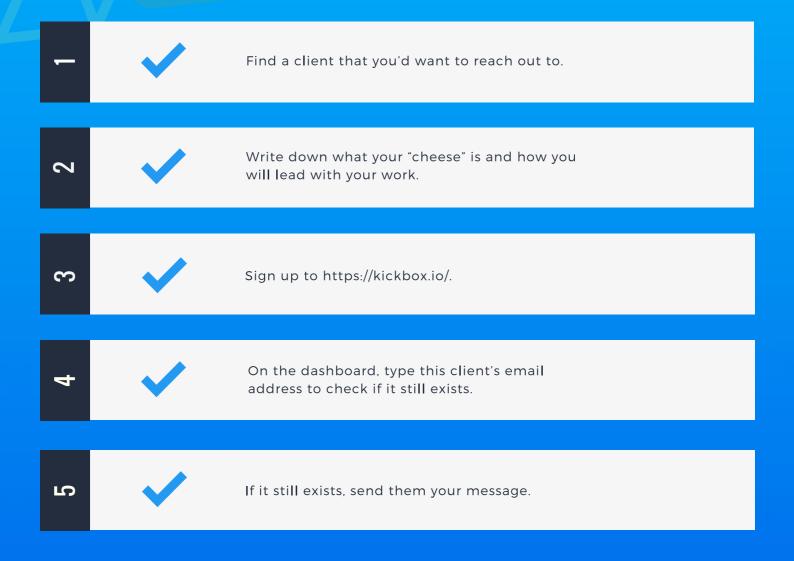
-	Develop a cold email template for your prospects by first beginning with the subject line. Keep it short and simple.
2	Then introduce yourself with your name, a personalized first line and a short introduction.
က	Underneath this create a generic sentence where you will display the results you've earned within a specific niche. (ex. Reaching out because we have worked with several great companies similar to <company> helping them get <results>).</results></company>
4	Underneath this include a short and simple CTA.
വ	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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CATHY PATALAS A LEAN APPROACH TO COLD EMAIL

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JEFF MOLANDER A MINDSET SHIFT FOR EFFECTIVE COLD EMAILS

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