

## COLD EMAIL TEMPLATE

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### THE SECRET TO WRITING ONE EMAIL TO LAND A MEETING WITH ANYONE

You are about to learn how to write one short email that will land you a meeting with anyone. You will learn how to reach your target's boss to schedule the meeting for you, and how to write based on what's important to your target so you can leverage your best accomplishments to get the meeting you want. Finally, you will learn how to ask for the meeting and how to schedule it.

The first step to any big deal is getting the meeting. I've sold tens of millions of dollars in products and services to companies like Bank of America, Best Buy, P&G, and Verizon. I send one email to schedule meetings. Nine out of ten times, this is all I need. If you write your email correctly, the results typically look something like this:

**60% of meetings** are scheduled because of the **1st email**

**30% of meetings** are scheduled because of the **2nd email**

Important people don't have time. They don't answer their phones or return their calls. So, how do you get a meeting with them if you don't know them? They receive hundreds of emails daily. Many times those emails manage them and their day. If there is a person you want to meet, or a company you need to get into, how do you break through the clutter? I have good news. There is a way. I'm about to teach you how to get that meeting with one short email.

My first job out of college was the worst: cold calling. I called CEOs to ask to schedule a meeting with our technology company. The problem: I was 22, we were a startup, and they ran a huge company. Executives don't like cold calls. You chase them they hide. That's why they have secretaries protecting them from you. It was hard. There had to be a better way. I began studying what worked and what didn't. How do you get your foot in the door? I read, practiced, and measured every step. Letters sometimes worked but I still had to follow up with a call. Emails occasionally worked, but they typically had some objection to meet. Ten years later, I can proudly say I have figured out how to get in.

Most employees at companies are more focused on covering their ass than doing their job. They advance because they play the internal politics and do what their boss says. Use the cover your ass mentality to your advantage. Executives are the decision makers but they have learned not to take everything on. They can't. They delegate. Have them delegate for you.

## THIS EMAIL HELPED LAND A MILLION DOLLAR DEAL

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Below is a sample email using this structure that helped land a deal with McDonalds. This was sent to four people in separate emails.

*Subject: Appropriate person*

***I am writing in hopes of finding the appropriate person who handles multicultural media? I also wrote to Person x, Person Y and Person Z in that pursuit. If it makes sense to talk, let me know how your calendar looks?***

*VoodooVox helps increase the revenues of Fortune 500 companies by marketing to Hispanics. Each month we reach 25 million Spanish speakers with an audio message they must hear. We insert 30 second audio and SMS advertisements into phone calls made on calling cards. The benefit to users is they make their call free. The benefit for our clients is they can increase store revenue by providing text message coupons. Typical redemption is 3%. You can measure results online and with store sales. Advertisements can target specific ethnic groups and geographies. **Some clients include** Burger King, P&G and Chili's.*

***If you are the appropriate person to speak with, what does your calendar look like?  
If not who do you recommend I talk to?***

***Thanks,***

***Signature***

***Name***

***Title***

***Company***

***Number***

***Address***

## THE NINE PARTS OF THE EMAIL

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The email is not designed to look pretty, it is designed for the action we want. We want a meeting with the appropriate person. We also want the companies help scheduling the meeting. So the email works, don't change any of the words below in italics. The words were tested over ten years and chosen because they work.

### 1. Subject Line - "Appropriate person"

I typically don't change this. Finding the appropriate person is the purpose of the email. The benefit can also be a benefit statement for you audience. We will generate the benefit statement later in your elevator pitch.

### 2. First Sentence

This is a detailed version of your purpose: ***"I am writing in hopes of talking to the appropriate person who handles \_\_\_\_\_."*** Be vague with the role or title.

### 3. Second Sentence

Use their company hierarchy to your advantage. Bosses have learned to delegate. Employees have learned to cover their ass. Many times prospect will take your meeting because of this sentence. ***"In that pursuit, I also wrote to [your boss], [your boss's boss] and [bonus person]."*** An example: *In that pursuit, I also wrote to Michael Smith, Caroline Wolf and Jeff Somers.*

We actually write the same email to four different people. The names are the only part of the email that changes. Before you start, you need to decide who you think the appropriate person is and target their boss, their boss's boss and a bonus Person. So in the example of media if I were selling to the Director of Media, I would write the VP of Media (boss), the Chief Marketing Officer (boss's boss) and the VP of Marketing (lateral role to the boss).

Writing four people creates confusion in your prospects hierarchy. We always write separate emails and never cc anyone. We want our prospects to decide the appropriate person behind the scenes and then tell us. When they delegate the appropriate person to you, your prospect must meet with you. Never write more than 4 people, otherwise your prospect will feel you are spamming them.

### 4. Third Sentence: What You Want Them To Do

This is the action you want them to take, if they are the appropriate person. You want them to schedule a time to talk to you. ***"If it makes sense to talk, how does your calendar look?"***

## 5. The 30 Second Elevator Pitch

Tell them what you can do for them. This is the most important part of the email. It must be customized to each organization. Only write enough for them to say yes. Don't write so much they can say no. Write at the 30,000-foot level and never sell. Remember it isn't about you, it's about them.

Questions you need to answer in your elevator pitch:

*What you can do for them?*

*How does what you have work?*

*What pain do you solve for the person you want to meet?*

*What pain do you solve for the company?*

*What are the problems you have helped other clients solve?*

If you can't answer these questions you aren't ready to meet them.

## 6. Why I Won't Get You Fired or Waste Your Time

The last sentence of the 30 second commercial must provide credibility and tangible accomplishments (relevant to the target). If you are writing someone at a company include the three most relevant, high profile clients. I included McDonalds' competitors that we worked with (this was by design). ***"Some clients include Company A, Company B, Company C."***

## 7. Second To Last Sentence: Final Call to Action

***"If it makes sense to talk, what does your calendar look like?"*** We repeat this on purpose.

## 8. Last Sentence: "The Dish." Use email to your advantage.

***"If not, who is the appropriate person to speak with?"*** This was written abrupt and assumptive on purpose. It gives the receiver the opportunity to delegate immediately.

## 9. Signature

This provides additional credibility to your story. Make it easy for them to reach you. Include Name, Title, Company, Address and Best Number to contact you.

**NOTE:** Anything italicized write as is. The tone is informal and soft on purpose.

## WHAT TYPICALLY HAPPENS AFTER THE EMAIL IS SENT?

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Unfortunately the person you are trying to meet won't respond. However, his boss will. Usually the boss will write something like: ***"Bryan, Thanks for reaching out. Sounds interesting. Bill Smith is the right guy to talk to."*** Sometimes all the boss will write is, ***"Talk to Bill Smith."***

## NEXT STEP - WRITE TWO NEW EMAILS

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### 1. Email the target to schedule the meeting

- a. Forward the referral email [which includes your original email below]
- b. Change the Subject from forward to reply: “**Fwd:** Appropriate person” to **Re:** Appropriate person”  
[Fwd is spammy]
- c. Write: “**Bill**, [insert bosses name] *thought it would make sense for us to talk. If so, let me know how your calendar looks*” [Include your signature]
- d. Bill has to take the meeting because his boss asked him to.
- e. Schedule the meeting.

### 2. Email the referrer a thank you

You want to open up dialogue in case you need their help in the future. [Three sentences max]

- a. Thank them for the referral.
- b. Tell him that after you meet the target you will report back. [Include your signature]
- c. Report back after the meeting. Keep it 30,000 foot level.

### 3. Thank You Notes:

And, if you really want to separate yourself from the pack, send a personal thank you note. Again, keep it short and give one line of specific information to put your name/company in context.

*George,*

*Thank you for the immediate response last week. Bill and I met on Tuesday and discussed a possible partnership for McDonalds and Voodoovox. Turns out, we have similar objectives moving into 2012. If the momentum continues, I will certainly keep you updated.*

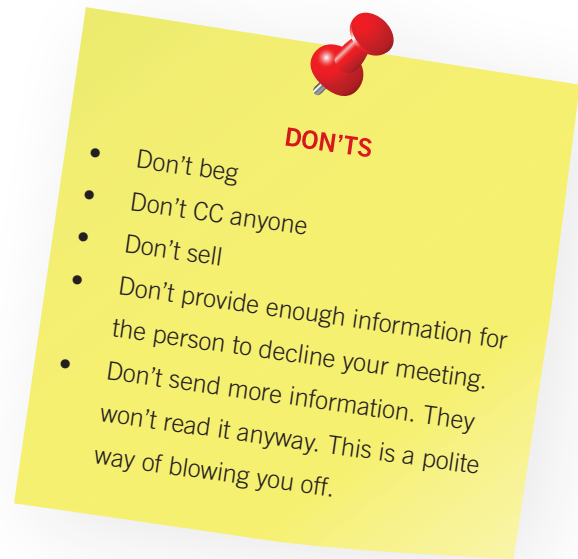
*Best,  
Bryan*

## WHAT IF THERE IS NO RESPONSE TO THE SECOND EMAIL?

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1. **Wait one week.** (Don't act desperate.)
2. **Hit 'reply all' to your original email in the 'sent items' folder** [remove your address]
3. **Write:** “[Name], *I never heard back from anyone last week. If it makes sense to talk, let me know how your calendar looks. If not, who is the appropriate person? Thanks,* [Signature]”.
4. **A boss responds.** MEETING SET.

NO RESPONSE to the 2nd EMAIL: Although rare, it happens. Wait a week and repeat the week two email strategy.



## ONCE YOU HAVE YOUR DREAM MEETING YOU NEED TO CLOSE THEM

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If you liked the magic email you will probably like the rest of our training. You will learn:

### HOW TO SELL WITH:

- Without knowing their name and email address
- No sales presentations ever
- No sales proposals
- No collateral
- No follow-up
- Prospect leads the structure of meeting (not you)
- Prospect closes themselves
- Boss doing the work
- Judo selling vs. force on force
- Close the deal before you show them the "product"
- Use their objection and double it
- Least amount of work

If interested to learn more go to [breakthroughemail.com](http://breakthroughemail.com)