

The Writer's Life

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Full Transcript for: The Warm Email Prospecting Blueprint *By Ed Gandia*

Hi everyone! It's Ed Gandia, freelance copywriter, AWAI member and co-founder of International Freelancers Academy, back with you for video #2.

In the first video, I explained why I used to hate marketing and selling. I told you my story about how I swore I'd never sell for a living—and how that impacted the early results I got as a new copywriter trying to get clients.

I also talked about the three biggest reasons freelancers hate marketing and selling. You know, we can be preached to all day long about how we need to promote our services more and in smarter ways. But if we don't address these three big obstacles, all that advice is useless.

I then explained why email is one of the best ways to market your solo business. I talked about my email prospecting approach—why it's so different, and why it actually bypasses the three biggest obstacles to marketing success.

We got some great comments from this video—and I wanted to thank you for your thoughts and feedback.

If you haven't watched that video, make sure to take a quick look when you get a chance. Because it's important to really understand what keeps so many of us from doing the kind of consistent self-promotion we need to do to attract more and better-paying clients.

In this video, we're going to:

- Get into more detail about email prospecting.
- I'm going to explain what it's all about.
- And I'm going to show you my actual blueprint for finding and landing clients with very simple, short, personalized email messages.

Why Email Prospecting Is So Effective

Let's start by talking about why email prospecting, *when done right*, is so effective.



The first reason is that it's less intrusive, even though inboxes are so personal. By its nature, email doesn't have to be read immediately when it lands in a prospect's inbox. Instead, it sits there until the prospect can get to it. Compare that with incoming phone calls, which have to be picked up in order for your message to be received.

Plus, when you land in voicemail, prospects can't scan your voicemail quickly to see if it's relevant, so it will almost always get deleted. Considering how incredibly busy prospects are today, using a medium that's more convenient for the prospect increases your chances of success—everything else being equal.

The second reason email rocks is that, in general, **prospects are much more receptive to a strong and relevant email message than they are to a cold call or to some other direct approach**. When done correctly, short email messages get read all the way. Which means you can deliver your message without the standard defenses prospects put up every time someone calls them with a cold pitch. They can quickly scan your note and make a decision as to whether to reply or not based on your full message—and not just the first 3 seconds of an incoming call.

And that's been my experience: When cold calling, you have about 3 to 5 seconds to make an impression. But with email, you have 10 – 20 seconds. AND your prospect hasn't put up the defenses he normally puts up when a cold call comes in.

The third reason is that **email is a better medium for delivering a relevant and personalized message**. That's because it's easier to digest a marketing message *when you see it in writing* than over the phone or in person at a networking event. The prospect can scan your message and quickly determine its relevance and value. She can't do the same with a voicemail, cold call or in-person conversation. And when you craft a powerful, relevant and personalized email, you'll dramatically increase your chances of getting noticed and getting a positive response.

Fourth, the type of prospecting emails I write—and which I'll show you here in a minute—**hit on key psychological triggers that are TIMELESS!** These are triggers that will always work because they appeal to core human emotions. So unlike so many prospecting gimmicks and fly-by-night tactics you hear about all the time, this is not something that's going to stop working in a few months or even a few years.

Fifth, from a purely emotional standpoint, prospecting with email **will help you stay more motivated, energized and creative. You'll no longer feel like a pest**. And as you start getting results, you'll feel even better about adopting email prospecting as a long-term business-building strategy.



Sixth, **email prospecting is inexpensive.** You don't have postage costs. You don't have to leave your office. You don't even have to pay for a list. In fact, the best lists are those you compile manually—not those you rent or buy.

Seventh, **email prospecting is quick and immediate.** As you'll soon see, my method involves a bit of research and taking some time to write a customized and personalized message every time. But we're not talking about a lot of time. Certainly not the amount of time many other prospecting approaches require. Plus, your prospects get your message immediately. You don't have to wait days or weeks.

Finally—and this one is very important—**email prospecting enables you to handpick your prospects.** Much of the marketing advice you get out there is all about prospects coming to *you*, which is definitely a good thing. But when prospects come to you out of the blue, you have no control over who they are or when they come to you. They just show up, knocking on your door. Again, I think that's a good thing. But it's also critically important that you implement one or more PROACTIVE strategies. In other words, strategies that allow you to pick specific prospects based on your goals, preferences, and what you may know about a prospect that would make them a great client for you.

Now, again, I want to emphasize that **you HAVE to do email prospecting RIGHT**, because most solos professionals who use email prospecting do it *completely wrong*. And if there was ever a marketing tactic you HAVE to know how to do right, it's email. There's not much room for error here.

So, for example, when you do email prospecting tool, you simply *cannot*:

- Send out an email blast to a list of prospects (that would clearly be spam).
- Send out the same email message to everyone you contact
- Send out an email that only talks about you and the services you offer (in other words, a written sales presentation)
- And you can't use it to send out your newsletter, market a new service offering, or anything along those lines.

If you do any of those things, that puts you at risk AND is the surest way to NOT get hired!

Now... some of these elements CAN be incorporated into a prospecting email. But you must do them right. And unfortunately, there's a fine line between getting it right and getting it completely wrong.

So what's the right approach to take? How can you dramatically increase your chances of succeeding with email as a prospecting tool?



It's an approach I call "warm email prospecting"

Warm email prospecting involves sending out very *customized, personalized and properly timed emails* to a carefully handpicked list of prospects. It's about sending out individual emails with custom messages—NOT about mass emailing.

These emails, when done right, position you as a knowledgeable expert with a very relevant (and often a very timely) message.

And here's the best part—virtually ANYONE can do this. It's easy. It's quick. And it will work, regardless of your level of experience as a self-employed professional ... or the type of work you do.

So with my warm email prospecting method, rather than taking an approach of: "Hey, let me introduce myself and tell you EVERYTHING about myself and my list of 27 capabilities and services..." You instead send a note that says...

Hi Randy,

I've been reading about your company in the Atlanta Business Chronicle and the work you've been doing at Emory Hospital. And based on the work I've done with Acme Medical and XYZ International, I may be able to help you get X accomplished faster and cheaper.

Here's a short article on how I've helped Acme Medical: [URL goes here]

Would it make sense for us to chat briefly sometime in the next couple of weeks?

Regards,

[Your email signature]

Now... there's more to crafting these messages and implementing this strategy than meets the eye. And there are *several* ways you can approach and write these emails. So let me give you an overview of my own **Warm Email Prospecting Blueprint**. This is a system I've refined over the years. And it basically involves 6 very distinct steps:

1. Describe Your Ideal Client Profile
2. Create a targeted list
3. Establish a meaningful connection
4. Make a quick and relevant pitch
5. Prepare for conversation
6. Do smart follow up

Let's touch on each of these steps in a bit more detail...



Step 1: Describe Your Ideal Client Profile

One of the most important secrets to having great clients, enjoying your work and earning a higher income is to get very clear about the type of client (*or clients*) that's best suited for you. Because once you know exactly who you're looking for, everything else falls into place.

For one, you'll be able to build one or more targeted list of prospects that make sense for you and that increases your chances of success. This allows you to spend more time engaging with prospects who are good fit for you.

But all this starts by being very clear about who your ideal clients are, whether you've worked for such a person or organization, or whether it's a fictitious pie-in-the-sky persona you've never worked for but would love to work for some day. And by the way, this is not about developing a specialty or a niche. You can be a generalist and you can have several different types of ideal clients. It doesn't need to be just one.

Step 2: Create a Targeted List

Essentially, this process is about doing three key things:

1. Identifying organizations you want to go after (or individual clients, if you work for individuals rather than organizations)
2. Identifying specific individuals within those organizations you want to send a warm email pitch to, and...
3. Finding the email addresses for these specific individuals you've identified

This is why it's important to have your ideal client profile. Because without it, it's difficult to do a good job with the first two items on that list: identifying the best organization and the best individuals to go after.

Again, you don't have to create just one list. In fact, if you have more than one ideal client profile, you should probably create one list for each profile. And in some cases, you can even create two or three lists out of one ideal client profile alone.

Step 3: Establish a Meaningful Connection

At this point in the process, you could technically go ahead and start sending out emails. And that's what most people would do (if they even went through the trouble of going through the first two steps I talked about).

But if you do this—if all you do is start emailing prospects based on the information you have so far—your response will be severely limited. Not only that,



but your emails could be perceived as spam because they will lack the personalization and relevance that gets prospects to take notice.

So there's something missing.

We haven't yet uncovered and communicated a meaningful connection for each prospect. In other words, we haven't found a really good reason *we can give them* as to why we're contacting them.

For email prospecting to work, you **HAVE** to give the prospect a very good reason why they should respond. And you have to do that immediately in the email.

An email saying that you're contacting them because you offer great design services. Or you're an awesome B2B copywriter. Or you're an awesome videographer—and by the way, here are links to some of my work...

Those things aren't going to get you a response. In fact, they're a sure way to get your email deleted. You need to go beyond that and give the prospect a *relevant and meaningful* reason for reaching out to them.

Step 4: Make a Quick and Relevant Pitch

Here's where it all comes together. But here again, this is the step where many people make serious mistakes.

Your email has to communicate relevance **AND** it has to be **VERY** short. Specifically, you need to aim for 125 words or less. And if you can do it in 100 word or less, even better.

This is not the place for small talk... or to try and warm up the prospect. You need to get right to it.

Step 5: Prepare for Conversation

You've done all the hard work of sending out some great, targeted and customized warm emails. Now you have to be prepared to field and respond to some of the emails and phone calls you're going to get.

You could do a great job writing these emails. But if you drop the ball when the prospect contacts you, you've just wasted a potential opportunity. So it pays to be ready.

Basically, what you want is to have a set of talking points and questions ready should the prospect call you to learn more about you and your services. And you



should have some “stock” email copy you can use as the basis for crafting a response to the prospect who ends up emailing you back to learn more.

Step 6: Smart Follow Up

So when it comes to response, there’s no way to predict how well you’ll do. I’ve had weeks where sending out 5 emails got me 3 responses, which a 60% response rate. Other weeks I’ll send out 7 emails and get no response. So it varies week to week.

Whether you get a 5%, 10%, 20% (or higher) response rate over time, the key thing to remember is that response rates to well-crafted warm emails tend to be MUCH higher than that of other direct response approaches—especially cold calling.

However, I need to point out two important points about response rates. First, success with warm email prospecting requires a *long-term commitment* to email prospecting. You can’t expect to send out your first 10 emails and get an immediate response. You might get lucky, but it’s not something I would count on right out of the gate.

Second, regardless of what kind of response rate you end up getting, you have to accept the fact that most of the emails you send out will *not* yield a response. That doesn’t necessarily mean you should give up on every prospect who doesn’t respond after a few days. In fact, I would recommend sending a **second** email to prospects who haven’t responded 2 weeks after receiving your original email.

But there’s a way to do this right and there’s a way to screw it up. So you have to be careful. And you have to take a few factors into account when deciding how to approach the prospect with that follow up email. Basically, you have to be gentle. You can’t come across as if you’re reprimanding the prospect for not responding.

OK... so that’s a quick overview of my Warm Email Prospecting Blueprint. In the next video, I’m going to delve much deeper into one of the most important aspects of this blueprint: How to establish a meaningful connection with your prospect.

This is one of the biggest reasons my warm email prospecting approach is so powerful, and it’s one of the most misunderstood and overlooked areas of email prospecting.

So, stay tuned. And do me a favor. Let me know what you thought of this video by leaving a comment or a question below. And if you like what you’ve seen so far, feel free to share this page with colleagues who may find the information helpful. I would really appreciate that—and hopefully, so will they! ;)

