Twitter Thread by James Watson | LinkedIn King ■

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The cold email ice-cream saga (in 5 Acts)

Humour is powerful in email but is a PRO skill

Get it right & even boring offers will get responses

Why?

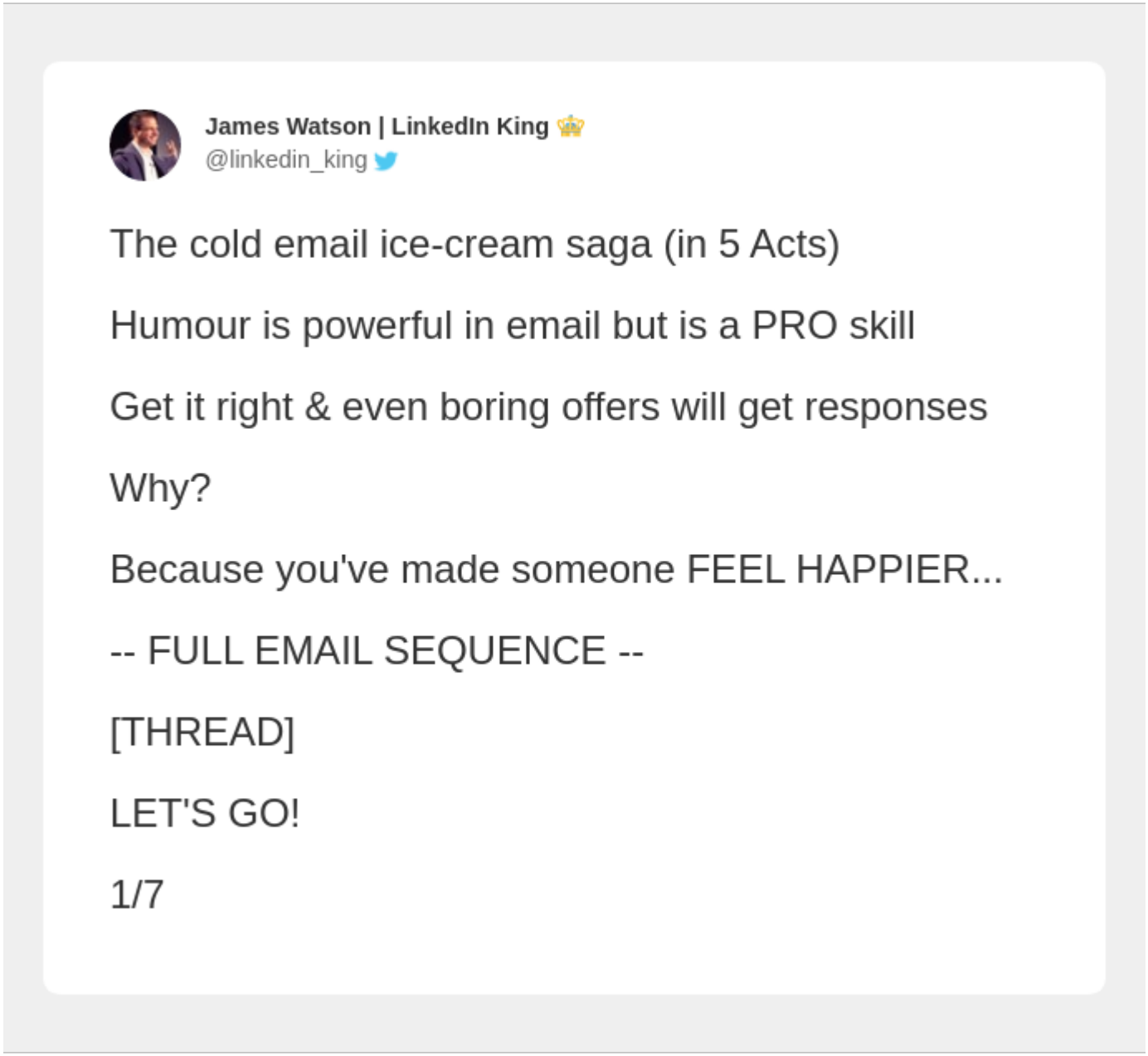
Because you've made someone FEEL HAPPIER...

-- FULL EMAIL SEQUENCE --

[THREAD]

LET'S GO!

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Email 1: mint chip ice cream

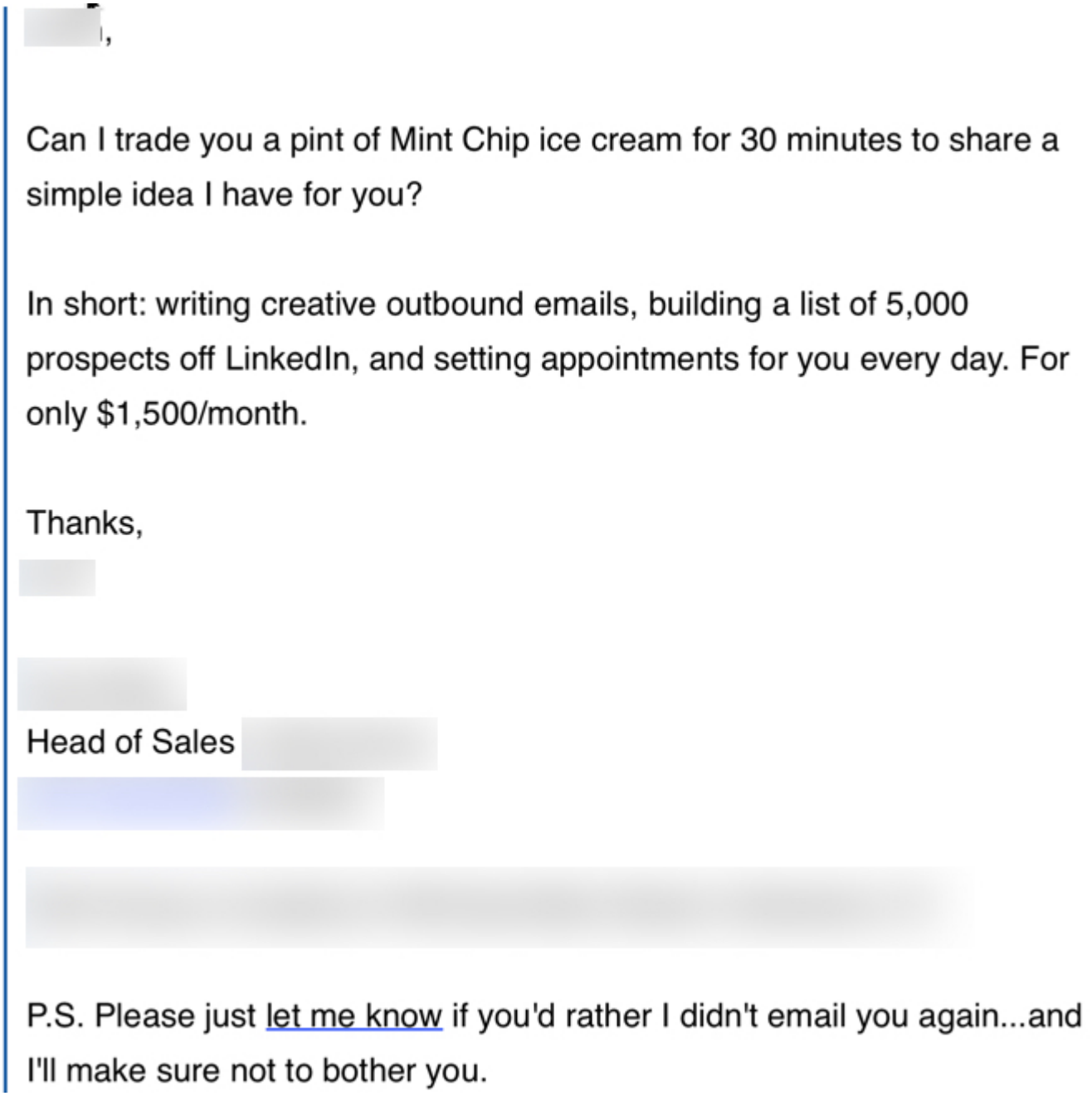
Using humour helps when you don't have a killer offer.

While the offer isn't bad, there are no case studies with proof.

In this case, proof is in the email copy itself.

If it makes you smile then it must work on others too.

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,

Can I trade you a pint of Mint Chip ice cream for 30 minutes to share a simple idea I have for you?

In short: writing creative outbound emails, building a list of 5,000 prospects off LinkedIn, and setting appointments for you every day. For only $1,500/month.

Thanks,

Head of Sales

P.S. Please just let me know if you'd rather I didn't email you again...and I'll make sure not to bother you.

Email 2: rocky road?

Email 2 is normally a short 'bump'

Here, referring back to the last message with humour, is smart.

Good humour often involves unusual contrasts.

e.g. mint chip and toothpaste are not normally connected

So its funny when they're juxtaposed.

Subject: rocky road?

,

I realize Mint Chip can sometimes taste a little too much like toothpaste.

Would a pint of Rocky Road be better?

Thanks,

Email 3: Superman ice cream?

Email 3 refers back to 2 (Rocky Road), another nice loop.

The childhood story evokes childhood nostalgia, one of THE most powerful emotions in copy.

The coconut whip cream line is unnecessary however and pushes our suspension of disbelief

Subject: Superman ice cream?

[redacted],

I realize Rocky Road can sometimes elicit memories of eating mud (with rocks) as a young kid.

Superman ice cream, Michigan's famous flavor, doesn't usually have this issue.

Maybe that would be better? I'll even throw in some coconut whip cream for you!

Thanks,
[redacted]

Email 4: root beer float?

The problem here is that the ice cream analogy is getting a little tired and over-extended.

Its saved by returning to reality with benefits like 'real examples of customers closing deals'

When you write copy casually like this, its powerful...

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Subject: root beer float?

,

I'm still really excited to trade you ice cream for a discussion about outbound prospecting for your business.

As a child at the ice cream store…I was always more of a root beer float guy (probably a little old school).

So...how about IBC root beer, Ben & Jerry's Vanilla, and a can of "extra creamy" Reddi Wip?

I promise to bring real examples of customers closing deals, email copy, spam filter strategies, and much more.

Thanks,

Email 5: Churchill quote

Finally, the break-up email, but with humour.

This is my favourite email of all.

Good emails, like tweets, only need ONE good idea.

Self-deprecating humour like this ('from failure to failure', 'my enthusiasm') is dynamite in digital print.

Subject: Churchill quote

,

Winston once said: “success is walking from failure to failure with no loss of enthusiasm.”

Every morning when I wake up…I think to myself: “will be up for one of my ice cream appointment offers?”

Any chance my enthusiasm is starting to help me break through?

Thanks,

SUMMARY

>> B2B copy doesn't have to be boring
>> If your offer isn't strong humour can help compensate
>> Use loops, nostalgia & disarming honesty to create powerful emotions

IF done well, you will win more consideration for your offers

So, who's hungry for ice-cream now?

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