Twitter Thread by Hans



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30-Second Cold Email Tips, A Thread.

If you're a startup founder, a business development rep, or in any other sales position you'll know (hopefully) how powerful cold email is.

In this thread I'll help you level-up your cold-emailing game. One tip at a time.

#sales #coldemail

1. Stop being so fancy..

I know you've put a lot of effort into that beautifully styled email signature.

Yes, it links to all your social channels, your website, and your favorite Queen live performance. It's gorgeous. But it's hurting your deliverability.

Instead..

Consider switching to plain text.

Make your email look effortless and it will feel effortless.

A plain text email without any links will not only help you maneuver around spam filters (!), but will also improve your reply rates and more.

Do yourself a favor and start today.

2. Don't go straight for the kill

Does the final line in your cold emails look something like this?

"Are you available this Friday to jump on a quick 15-minute call to discuss?"

If so, you might want to reconsider..

We know how great you are, but it’s important to remember your prospects don’t know your winning personality and anecdotes. They are busy people.

Not only that, it’s difficult to transfer the value of jumping on a 15-minute call with a stranger for a product you don’t know in under 200 words.

Try this instead:

A while ago, one cold emailing agency experimented with a much more open ended closer (Look up Outbound Labs).

They tested a simple phrase: “Is that something you’re interested in hearing more about?”

The results?

Not only did they get more positive replies because people felt less pressured, they also saw a big improvement in deliverability for their emails.

This was because people were less inclined to mark their emails as spam because of the less aggressive call to action.

3. Put extra thought into the opening line

Ever saw an email pop up in your inbox that you just had to open?

You already know that an engaging opening line to your emails is important (AIDA framework anyone?), but it’s time to put some extra thought into it for 2020.

Example:

Preview your emails on a mobile device, (chances are your prospect will receive the email on his phone).

If the preview looks something like “My name is John and I’m the Sales Director for…” or “I found your profile on LinkedIn and am reaching out because...”

I bet you're going straight to the trash folder.

No one likes being sold to (even if we all like to buy).

That 1st line needs to capture your prospect’s attention enough to actually open the email and to keep reading.

Then the second line needs to get them to read the third..

4. Good sales emails

Learn how some of the best companies are doing sales..

Writing a killer cold email can be hard.

Did you ever find yourself wondering how the biggest companies out there are making it work for them?

Because they are..

Well, now you no longer have to wonder. You can just go ahead and have a look.

The guys at Good Sales Emails (https://t.co/0ZPorY9uMr) have put together some of the best cold emails sent by some of the biggest and most successful companies for you to have a look at.

Let it serve as an inspiration for your next campaign or find that killer closing sentence you've been struggling with to write.

5. I'll be honest: copywriting for cold email has never been my strong suit. It's not surprising, since English isn't my native language. But guess what? Turns out that's actually an advantage.

Here's why.

Imagine receiving this pitch in a sales email:

"Wiza accurately predicts and verifies prospect contact information utilizing artificial intelligence, returning only accurate details allowing you to positively impact cold outreach metrics as well as SDR and BDR efficiency."

What about this one instead?

"Wiza let's you create email lists from LinkedIn Sales Navigator. We only charge for validated emails. Prospect 4-5x faster."

A study showed emails written at a 3rd grade reading level had the highest opening rate.

These emails performed 36% better in terms of open rate than those written at a college reading level, and boasted a 17% higher response rate than emails composed at a high school reading level.

So there you have it. Stop trying to sound smart or impress your prospect. They are busy people and they don't want to waste time having to decipher your message.

Write in plain, simple English for better results from your cold outreach campaigns. Not sure how to do this?

Read your message out loud to see where you can make it more simple or break up some sentences. It'll feel awkward at first, but it's more than worth it.

6. Do you know the exact number of characters for the inbox preview space for each email client?

Earlier, I talked about the importance of putting extra thought into your opening line.

This is not just because you need to capture people's attention when they open your email..

It’s also to get your email opened in the first place.

Here are the numbers of preview characters for the most common email clients out there:

Apple Mail: 140 characters
Gmail: 110 characters
AOL: 75 characters
Outlook: 55 characters