Twitter Thread by Omoalhaja



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1 Cold Email, 10 closed deals

This email is based on “actions’ your prospect took. These actions might be a product launch, a new offer, a new blog, a press release…any action that might represent an opportunity for you to help.

Having action gives you a reason to email and

makes the email itself feel less cold and unsolicited.

You have to do some leg work in order to find relevant actions you can email them about.

Here is one way to find “actions” that you can use as a reason for your email:

Use LinkedIn or a Google Search to find businesses

you’re interested in working with. Compile a list of the names of the businesses, web address, and contact information of decision makers.

Identify potential needs of these businesses and how you can fill those needs. Can you write blog posts? Articles? Facebook Ads? Video

Scripts? Emails or Sales Copy?

Use a Google Search to determine “new” things that have shown up on their website lately. You can also use social media or LinkedIn to see what these businesses have been up to recently.

To do this, type “site:URL” into a Google search, using

the URL of the business you are looking to work with.

Next, select tools, and pick a recent time frame (1 month usually works well) to see what new things they’ve been working

on or releasing.

Skim the search results for recent happenings, events, launches, or publications

related to your service.

Brainstorm how you can help and make it the basis of your email.

This is not the ONLY way to find recent actions to email prospects about.

How then do you write an email that gets opened...

Use my sample

@ToyosiGodwin

SUBJECT: I JUST SAW YOU LAUNCHED WRITING WORKSHOP WITH TOYOSI

Hello Toyosi ,

I just saw you launched your 3-Day writing workshop with Toyosi and I wanted to say, I'm impressed!

I know how competitive the personal development space is. Right now, you are standing out.

My

name is Abiola and I'm a freelance writer who helps heart-centered coaches create blogs that resonate with their audience.

You can see the type of blog posts I write here: [URL]

I'm wondering…

Do you ever work with freelance writers?

I know how hard it is to find a writer

who can really capture your unique voice, but my clients tell me time and again that I'm one of the only writers they've worked with who can do just that.

I'm not sure if you ever work with freelance writers, but I'm interested in what I could do to be considered for your next

writing project.

Is 4pm on sunday a good time to have a 3 minutes chat?

Talk Soon,
Abiola

I will talk about the psychology behind cold emailing. What would an additional $2k/month mean to your bank account? If it means anything, join my channel here https://t.co/HZpk03rj4E