

How To Write **AWESOME** Emails!

Free Bonus e-Book



5 Ways To Get An Email Address

Leverage The “Send Me Information” Stall: From now on, respond with “What is your email address” This way, no matter how that call turns out, you leave with, wait for it, an email address!

“Exploratory Calls” I like to use these types of calls to get “warmed up” before actually hitting the phones each day.

Call any company where you have a name but no email address and say “I need to email some things to _____ what is their email address?”

Use This Website: <http://www.email-format.com> This might not get you the exact email address, but it will get you the format and you can run with it from there!

The “Google Trick” (You can use this in any search engine) Type open then closed quotes and the @ symbol in front of the company’s domain.

Example ”@yoursalesplaybook.com

This might not get you the exact email address, but it will get you the format and you can run with it from there!

LinkedIn Look in the contact information section of your potential client’s profile. If it isn’t there, try the summary and the “Advice for contacting (name of your potential client)” section.

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BEFORE You Send That Email . . . Take The Time To Research!

Google: The individual, the company and the key players.

And Make Sure You Don't Make These 5 Google Mistakes

Mistake #1: Not Googling At All: I won't insult you by spending a lot of time on this one but I will say, that there is absolutely no excuse to skip a quick trip to Google and do a search. Nuff said!

Mistake #2: Googling Only Once: Business moves at the speed of light and things change quickly. We can't just Google once and call it "Done". My suggestion would be to not only Google regularly, throughout your sales cycle (and even once they become clients) I would actually set up an alert.

"The Sales Listening Station"

The Sales "Listening Station" is a way for you to keep your finger on the pulse without clogging your inbox and without dropping a dime on technology.

Warning: If you're like me, your technical side of the brain has tumble weeds blowing around and you might want to resist trying this. You're going to need to resist that urge and invest the time to become lethal!

Step 1: Go to Feedly.com by [clicking here](#).

Step 2: Set up an account (free)

Note: You've just set up a Feedly account. This is going to be your listening station; that is, one central place where all the cool info you're going to collect will now rest. This way, it doesn't clog your inbox and you don't have to go looking all over the place for it.

Step 3: Go to Google Alerts by clicking here: <http://www.google.com/alerts> You'll want to plug in the name of the company you are targeting/servicing as well as your contact name and what the heck, plug in the names of the key players at that company too. Now in the alert box is the option of how you want to receive the alert. Select feed so that it goes to your listening station and not your inbox.

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Before you leave, you'll want to plug in your company name, your name and if you want to kiss some of the rears located higher up the corporate food chain, plug their names in too. Why? How dumb would you feel if a prospect knew more about a late breaking story (about your company) than you did?

Step 4: Go to <http://socialmention.com> . If you recall, this is basically a search engine that searches blogs, Twitter, YouTube, Google+ and Facebook. Many reps miss this part of the research and they miss critical data. How cool would it be if you discovered that your prospect/client blogged? Think they ever say some things that might help you understand them and even (dare I say) provide you with cool clues to help you connect? With this search engine, you have a good chance of finding them on Twitter or have a "listen" to what they are talking about on their Facebook Fan Page.

It would absolutely blow your mind what people are willing to share in their blog, Twitter etc!

Any who, once you go to this site, use the same search criteria as you did in Step 3. Once the results come back, you'll notice on the right hand side that there is an option to click on "RSS" so click on it sister! Once you do this, it will now go to your listening station.

Step 5: Go to your prospect's/client's website and click on the news tab. If there is an RSS feed option, click on that bad boy so your listening station tunes the heck in. If they have a company blog, get the RSS feed for that too!

Step 6: Check in once or twice a day with your listening station by going back to your Feedly account!

Oh, and congratulations, you just made a brilliant "set it and forget it" move that will bring awesome information to YOU instead of you having to after it!

Well, enough about that, let's discuss . . .

Mistake #3: Googling The Company Only and NOT Key People: In addition to researching the company, you need to research your contact and key people within the company. Key people can be anyone who can directly influence a decision, key executives etc.

Mistake #4: Dismissing Non Business Data As Irrelevant: Don't be so quick to dismiss non business data. My suggestion is to keep it in "your back pocket" you never know when it might come in handy. Also, that information you just dismissed might help

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you understand how your prospect thinks, what they're passionate about, hobbies, interests, their personality etc.

Mistake #5: Using Google Exclusively As Your Search Engine: Google is a fantastic search engine, no doubt but their algorithm isn't set up as good as other search engines when it comes to pulling social media data. My suggestion would be to use that <http://socialmention.com> thing!



Time Out! We know there is somewhere around 200 million blogs worldwide. According to the [latest report](#) from Radicati Group, there are currently 2.7 billion social networking accounts worldwide and that number is expected to jump to 4.3 billion worldwide by year end 2016. There are over 100 hours of video being uploaded to YouTube EACH SECOND! That means there's a high probability that some of your clients/prospects are blogging, social networking accounts and have content on YouTube. What a great opportunity to get to know them!

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Social Networks

LinkedIn: One of the many reasons I like LinkedIn (Google+ too to some extent) is that it's a great online resume in that you can see their work history, how long they've been at their present company etc.

Check their contact information. It can give you links to other social networking platforms, blogs, direct phone numbers, cell numbers, address etc.

On the right hand side of their profile it will show you contacts you have in common. This could be a great way to call a mutual friend to learn more about your prospect. In some cases (and do use this sparingly) you can ask a mutual friend for a warm introduction and that beats the heck out of a "cold call" don't you think?

Scroll down and see what groups they belong to. This can once again help you understand things they are passionate about on a personal level and at the very least, tell you where your prospect likes to hang out.

I would also suggest that you stop by local groups as well as industry related groups.

This way you'll know what's going on in their neck of the woods, their industry, the hot topics, buzzwords, trends etc As a bonus, you might find a few extra companies to approach!

Twitter: The first thing you should do is look through your prospect/client's stream to see what they've been saying. Remember NOT to be so quick to dismiss what they are saying as "play by play" or irrelevant. You never know!

Put each potential customer on a private list on Twitter. My list is called "BD" for business development. It's the same concept as the Sales Listening Station in that the information comes to me instead of me having to continually do a search.

Not sure how to set up a Twitter List? [Click here](#) for some super simple instructions!

Go to search.twitter.com and do the following . . .

Do a "To" search to see what people have been saying about them and to them.

You might even want to check out their competitors. I'm thinking that could help deepen your understanding a bit. No?

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Their Website

About Us: Be sure to check out their history, executive bios, mission statement and company culture. Watch for company blogs as well. A really big one to watch for is company news.

Employment: When people are hiring it's typically for a reason. It could be because of growth or even turnover. This type of information might help. You might come across an opening in the very department that utilizes your product or service and that might be a future door that can be opened. You might even get additional contact information if they list a key contact.

Contact Us: This can show you additional addresses/locations and even serve as an update for you if the address in your CRM or lead sheet is outdated.

Note: Watch for social networking icons in the contact us section. It's one more way of finding them on the social networking platforms.

Industry Specific Websites

You might want to visit industry specific websites like trade associations, online forums etc to see what the hot topics are, buzzwords, challenges their industry might be facing?

Financial Reports

Pull Their 10k and 10q (if it's a public company) by visiting <http://sec.gov> This is a step many of your competitors will miss and it could make or break the sale. There are annual reports which tell you some things about the company, but its purely a "let's show 'em our good side" The 10k and 10q let's you see the real company "warts and all". Look for triggers such as poor earnings, strong earnings, trends, financial health etc.

During the webinar, I mentioned a cool website where you can set up alerts and continue to monitor companies. Check out <http://seekingalpha.com>

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And what the heck are we “listening” for Paul?

Opportunities to learn more about our potential client and their world. We want to learn about their specific challenges and opportunities.

How they think and what they are passionate about.

We’re looking for icebreakers!

We’re also listening for . . .

“Trigger Events”

A trigger event is anything that is going on in our prospect or client’s world that could dramatically increase the probability of at least hearing us out!

Things like . . .

Changes In Management

Hiring

Someone New To A Position

Contracts Won/Expansion

A Company Receiving Venture Capital Funding

Earnings (Good and Bad)

Product Launches

Natural Disasters

Changes In Legislation

Changes In Technology

Things On The Local Home front

Things Going On With Their Competitors

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Look At Things **SUSPICIOUSLY** as in . . .

“What am I missing?” It never hurts to put our egos aside and question our own thoroughness!

So why do we go through these steps?

So that we don't send another “me too” type of email to a prospect who's pretty much sick of them!

Use The 3 x 3 Method For Researching Prospects

Take 3 minutes and try to find out 3 things you can leverage.

This way you don't become a full time researcher instead of a full time aspiring sales rock star!

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The “Kitchen Table Test”

If you wouldn't say it at the kitchen table with your prospect, **don't you dare write it!**

I mean, would you actually say things like “full service” “end to end” “comprehensive” “one source” at the kitchen table? That's marketing speak (and awfully typical).

Oh, and did I mention that people DON'T talk that way?

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Subject Line Mistakes

Avoid deceptive stunts like . . .

Putting “Re” or “FWD” in the subject line. You’re better than that!

Avoid the following words in your subject line . . .

Tempting, free, specials, complimentary, help, donation, don’t, exciting, unique, discount, partner, state of the art, solution.

Better Subject Lines

A good rule of thumb is to make it about **THEM!** After all, that’s probably their favorite subject!

Use that research you did to accomplish this.

Examples:

“Jane Jones suggested I contact you”

“Congratulations on the new contract Don”

“Ana, did you notice this with (name of competitor”

“FYI Tom”

“Quick question David”

“The (name of their company) blog today Jason”

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The “Internal Peer Pressure” Technique

Simply place your contact’s email address along with the executive team’s addresses on the “To” line. Don’t get cute and cc or bcc.

This technique works especially well when you send email to the “C-Level” because it creates internal “peer pressure” and inspires internal “chatter”

Remember: If you contact someone because of a “trigger event” chances are superb that this has been discussed at the C-Level.

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Greetings Dos & Don'ts

One of the most typical (and extremely boring) greetings is the old "My name is Paul Castain and I'm with Castain Training Systems" thing.

It's redundant when you think about how your prospect already knows by, I don't know, checking the "From" portion of the email and scrolling down to the signature line.

When you do something like this, you're wasting time and showing them very early in the inevitable scanning of the email that there's little to no value to be had in continuing.

And don't make it about you, instead . . .

Finish What You Started In The Subject Line And Make It About THEM!

Examples:

"I noticed that (name of company) has been expanding lately"

"I wanted to congratulate you on _____"

"While reading your blog today _____"

"Congratulations on your new role Mary"

"Many of us are hoping that the _____ legislation doesn't see the light of day"

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Bonus Tip . . .

Use A Startling Statement To Get Their Attention

For example, I began a few of my Castain Training Systems emails this way . . .

“182 billion emails will be sent today Lou. Do you really think YOURS will stand out?”

“You’re losing 150%-300% of your sales rep’s salary and quite frankly, it’s not OK!”

“Arlene, there’s a really good chance your competitor is absolutely loving you and your sales reps lately”

Most of these were tied into studies that I referenced which brings us to something else we covered . . .

Don’t Just Say It . . . PROVE IT!

Use evidence to help reduce doubt and increase credibility.

Examples . . .

A demo in the form of an imbedded video

Screen shots

Examples

Facts

Testimonials

Analogies (especially for those of you trying to help a prospect grasp a complex topic)

Statistics, Stories and Case Studies

Remember . . .

Who Says So Besides You?

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“Potato Chips”

Is it physically possible to eat one potato chip or does the mere act of consuming one increase the desire for more?

Think about that when you tie in that greeting with a good “What’s in it for me?”

We accomplish this by hinting at a result, or that we might be able to help or that we might have some thoughts, ideas and resources to assist with _____.

The “Little Big Horn”

This technique capitalizes on a prospect’s competitiveness and/or their fear of missing out (FOMO).

You accomplish by referencing the fact that you’ve already helped (names of competitors) with (insert challenge or opportunity).

You can also accomplish this by referencing companies in the area that have gotten onboard!

Here’s how it’s been used on me several times . . .

When an organization is putting out a special sales guide they will typically “Little Big Horn” me by saying . . .

“Jill Konrath and Jeffrey Gitomer have already agreed to contribute”

The point is to jolt their inner competitive spirit and/or that fear of missing out on something!

Make sense?

Hope you didn’t just answer that. I can’t hear you and now your coworkers think you’re odd. I see a random drug test in your near future!

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The “Call To Action”

This really goes back to the preparation we discussed and what you want them to do at the end of the email.

The key is to make it clear and really simple.

“Reply to this email and I will _____”

“Click HERE for more information”

Note: I went all caps on the word “HERE” so that the recipient’s eyes would catch something out of place.

“Reply to this email and I’ll send you a few scheduling options”

One of my favorites is to make the “call to action” into a headline with the recipient’s name.

Example:

“Here’s What I’d Like For You To Do Mark . . .”

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The Art Of The “PS”

While many of us were taught to use the “PS” to reiterate an important point or the “call to action”, it’s also free advertising space that many of us fail to utilize!

Here's How I Do It . . .

I think out about 6 different "PS's" that are designed to raise awareness about additional products and services I offer, an upcoming event or even a result that I can help you get.

I then phrase it as "Ask me about (fill in the blank)

Example: Some of my friends in the printing industry have used something like this; "PS Ask me about how we can help you achieve double digit response rates!"

A simple "Did you know" and "FYI" work fine too!

I've also used my "PS" to point my audience over to my LinkedIn community and Facebook Fan Page.

Sometimes I'll use a "PS" to offer a free report or study.

I've used a “PS” to make potential clients (and existing ones too) aware of additional products and services.

Example #1: “PS [Click HERE](#) for 10 Ways I ROCK With My Clients!”

Example #2” “*PS* Everyone needs a coach! [Click HERE](#) to learn more about my 1 on 1 coaching program!”

I create several at a time and put them on a word doc so I can cut and paste a different one every two weeks into my auto signature on my email.

And that reminds me, you have an assignment (I know, “Worst sales trainer EVER!”)

Check out the next page, and take the whole 5 minutes required to do it!

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Additional Types Of Emails

The 3-5 Sentence Email: Both Guy Kawasaki and Daniel Pink have both talked about the benefits of sending a briefer, more to the point style email. Consider making this one of the “drop down” menu options we discussed!

An Email Sent During Peak Vacation/Holiday Season: Why the heck would someone send an email like this? Well here are 4 reasons why I think you should consider it!

1) “You get one of those out of office responses”! Those whacky messages can contain gold for you.

Things like:

- Their direct line
- A cell phone number
- Social Media contact info (in their auto signature)
- Someone else to contact who might be (get this) a higher level decision maker.
- Info that you could leverage. Like the fact that they are on vacation, perhaps something funny, going for their Thanksgiving back waxing (just seeing if you’re still paying attention)

2) People tend to get a little friendlier, a little more festive and a little more human this during the holidays. Maybe you’ll catch them during one of those moments. To that end, a phone call might not be so bad too. Just sayin.

3) A high percentage of your competitors are mentally checked out which means less noise and a higher probability for you to navigate through. Psst . . . It’s also a way cool time to outwork them!

4) If you are checked out and your competitor isn’t, they might just come eat your lunch and then you won’t have any money left to take another one of my webinars/courses! 😊

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The Resource Email: Every 4-6 weeks send something useful to your prospects via email.

Examples of things I've sent: Links to free apps, free reports and industry studies, a link to a free app of mine with 100+ free audio sales lessons, a free conference call service, a link to socialmention.com etc.

Follow This Rule When You Send Resources

98% of the resources you send should be “brand agnostic” meaning, they have nothing to do with you and your company.

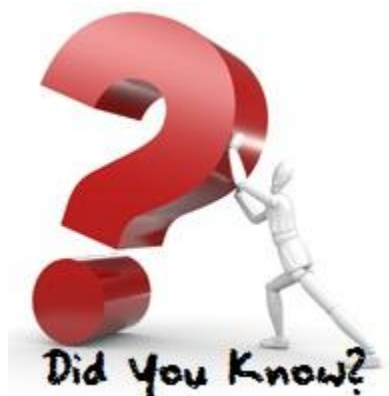
Make sure that these emails are helpful and NOT “salesy” and you will condition the recipient to want to open future ones from you.

When you are giving, upfront and unconditionally 98% of the time, feel free to take that 2% liberty and point the recipient back to something that you or your company authored, are hosting etc.

Emails Sent Via LinkedIn: Emails sent via a social network have a 24-26% higher open rate.

This is why I try to send a very high percentage of my resource emails via LinkedIn.

When you send it this way, you get the added bonus of the recipient being able to check out your profile which can create added credibility.



You can send an email (for free without using a paid inmail) if you both belong to the same group. Simply go to the group that you share, click on members, look to the left hand side and you'll see a search box, Search for your contact and then to the right hand side of their name you'll see and option to send a message. You're welcome! 😊

Thanks Again!

I'd like to thank you again for joining us for the How To Write AWESOME Emails webinar. If you found value in the program, I'd love for you to email a quick testimonial to paul@yoursalesplaybook.com so I can get other cool customers just like YOU!

[Click HERE](#) to learn about our How To Hunt More Effectively course!

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