

# 7 Hot Email Prospecting Tips



Your challenge? To quickly capture your prospect's attention, pique their curiosity and prove your competence.

## 1. Eliminate Delete-Inducing Words

Get rid of all verbiage that activates the delete response. Here are some serious offenders: exciting, state-of-the-art, solution, partner, leading edge, passion, unique and one-stop shopping.

## 2. Keep Your Message Simple

Your email needs to be less than 90 words. Use 2-sentence paragraphs so it can be scanned. Stick with common black fonts (no colors) and never include more than one link or attachment.

## 3. Align with Their Objectives

Research your prospect's specific company, industry or position. Make sure your email mentions an important business objective, strategic imperative, issue or challenge. Relevance is essential.

## 4. Focus on Immediate Priorities

Identify key business events that may be impacting your prospect's priorities and tie your message into that. Examples might be: relocations, mergers, management changes or new legislation.

## 5. Be an Invaluable Resource

Your product or service may be a commodity, but you're not. In your emails, focus on the ideas, insights and information you can share that will be of value to your prospect in reaching their goals.

## 6. Craft Enticing Subject Lines

Your subject line determines if your message gets read. Avoid sales hype and focus on business issues such as: "Quick question re: outsourcing initiative" or "Reducing product launch time."

## 7. Launch a Campaign

Do 8-12 touches (via email and phone) over a 4-6 week time period, with each contact building off the previous one. Provide links to resources. Spotlight the value of changing from the status quo.

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