

Read me



How to enter

Copy this doc

Make a copy of this document: File>Make a copy

Read the “What we’re measuring” tab

To help you write the best email that gets you into the final 64, we’ve created some guidance on how we’ll judge the emails to create a field of 64. Keep this and your scenario in mind as you write the copy.

Choose a scenario

Look through the four scenarios and choose one. If you want to write an email for each scenario, you’re encouraged to, but remember - you can only have one entry into the final 64 if you make it that far.

Write copy

Now you know what we’re looking to measure, it’s time to write the copy.

Once done, make your entry shareable and paste its URL into the competition entry form. To do so, in your Google Doc, click the "Share" button at the top right>General Access>Role>Editor>Copy Link.

Paste the link into the [competition entry form](#).

What happens next?

The competition is open to everyone until March 13. From March 14-17, the Hunter team will review each email according to the scenario and criteria. Only 16 people per scenario will join the bracket.

On March 17, you’ll receive an email confirming you made it to the final 64.

March 18 - April 8, the final 64 will have their emails voted on via our Bracket Hub page. Do all you can to promote yourself. Share your entry, tag your network, and ask them to visit the Bracket Hub to vote.

Keep the momentum, and it may sway the votes your way. Every. Vote. Counts.

What we're measuring



How we'll measure

We'll measure your emails on five factors, with 3 points for great, 2 for good, and 1 for bad ratings.

- 1. Clarity and transparency**

Does the recipient instantly know why they're being contacted and what the sender wants?

- 2. Personalization**

Is the email written for the recipient beyond their name and company?

- 3. Relevancy**

Does the email present something valuable to the recipient based on their role and business needs?

- 4. Trustworthiness**

Does the email use references (customers, competitors, social proof) to build credibility?

- 5. Readability**

Is the email easy to scan, well-formatted, and free of unnecessary fluff?

Visit our [5 tips on writing a great email](#) guide for examples of what we're looking for.

Scenario 1: Growth Manager



Scenario 1: Growth Manager

You are

A Growth Manager in an HR software start-up

Your target company

Construction businesses of 11-50 heads, Benelux, using BambooHR, Employment Hero, or Lattice

The person

Director of Finance

Your offer

A 15-minute conversation to show the persona how they can cut costs and find a system that serves construction companies better than BambooHR, Employment Hero, or Lattice

Scenario 2: Pre-Revenue Founder



Scenario 2: CRM Pre-Revenue Founder

You are

A pre-revenue Founder of a law firm CRM

Your target company

UK law firms with 11-100 lawyers using Salesforce Legal

The person

Managing Partner

Your offer

To meet up with the Managing Partner at the annual UK law firm event LawCon to buy them coffee and discuss how your time at Salesforce inspired a better way to build and use a legal CRM.

Scenario 3: Business Strategy Consultant



Scenario 3: Business Strategy Consultant

You are

A business strategy consultant

Your target company

B2B business of 201-500 heads, SaaS vendors, Mid-West, USA

The person

Chief Operating Officer

Your offer

A free OKRs certification course / OKRs health check for every Continuous Improvement Lead within the organization.

Scenario 4: SEO Manager



Scenario 4: SEO Manager

You are

An SEO manager of a B2B eCommerce site

Your target company

Start-up news sites in Germany, Austria, and Switzerland

The person

Marketing Director

Your offer

Exchange of links to drive traffic to a new landing page comparing Shopify and your business, which focuses on Shopify's promises to B2B eCommerce companies, your research across competitors on abandon cart monetization, and how you're (i.e. removing costs of using Shopify Plus and 3rd party integrations).

Your email



Scenario	4: SEO Manager of B2B eCommerce site ▾
To	Recipient's email address
From	Your name name@company.com
Subject	This email is about X,Y,Z
Attachment?	Y / N

Hi [Prospect Name],

Best,

[Your Name]
