

Don't:

- Use more than 3 steps in an email sequence (1 initial and 2 follow-ups)
- Use subject lines without curiosity like "Boost your website sales!" or "let's connect".
- Make script body longer than 3-4 lines.
- Mention your offer like everybody else does like "we do paid ads for webshops"
- Talk too much about yourself and your services.
- Sound like an automatic email like "reply "yes" to get more info".
- Use a hard CTA like "Would you like to jump on a call next week?" or "Let's connect next week".
The goal is not to get clients directly from your email. The goal is to start conversations, and transition these into clients.
- Use irrelevant personalization like "I noticed you're based in New York, I have a friend living there" or "I came across your website and decided to reach out".
- Use links in the first email. Instead, write something like "clientpilot io" to refer to a website without mentioning it.
- Use images in the first email.
- Use bold or Italic text.
- Use spammy words like sale, save, discount, winner, money, etc.
- Use opt-out links
- Give no option to opt-out
- Not running any A/B tests to get learnings
- Follow up with emails like "did you see my last email?"
- Avoid mentioning case studies
- Long signature's with irrelevant info, links, images, etc.

Do:

- Use 2-3 steps in a sequence (we recommend sending 1 initial and 1 follow up)
- Use subject lines that spark curiosity like "Question, **name**", "question about **software they use**" etc.
- Keep scripts short and direct and cut to the chase. Shouldn't take more than a few seconds to understand your email.
- Phrase your offer to be unique like "we'll show your website to everyone searching for your competitors"
- Focus on the lead and the potential outcome of using your service.
- Use a soft CTA proving value like "Can I send more info?", "I've a free spot left for a webinar next week, if you would like to join?", "Mind if I send over a one-pager taking you through how you can achieve the same result? This makes it much easier for your prospect to reply yes with almost zero effort, which should be the goal!"
- Use relevant personalization like "are you facing **X** problem when using **software**?"
- Plain text.
- Opt-out sentence by the end of the email like "If you received this email by mistake or aren't interested, please let me know and I won't email you again".
- Spintax - as much as possible in both subject line and email content
- Always show value and social proof in follow-ups like "Thoughts about this? It helped **client**, **client**, and **client** get **result**" or "I stumbled into this article, **link**, that could be relevant for you. Btw what are your thoughts about my last email?"
- Name-drop clients and case studies like "We helped Google get 10 new clients within 14 days of working together".
- Simple signature with your name, title, business name, and that's it.