

Prospecting mail

SL: Free gift for **YOU**

Hey <name>,

I recently started <reignited interest> again and my IG feed is filled with <niche> content. Last night I bumped into one of your videos. <compliment>

That being said I noticed that <issue>, which could be affecting the sales of your <product>.

“Shame”, I thought, “This guy/girl has such a valuable product it would be a waste of potential not to help them out”.

So I decided to create this “remedy” for your problem called <FV name>.

It uses <curiosity/intrigue/disruption> to <solution>.

Note, I didn’t actually have the time to finish it completely as I started really late last night and today I had to do some additional work for one of my clients.

Nevertheless I can get the preview done and send it your way.

As any smart entrepreneur I believe that you want to expand your business and to do that you must adapt and improve.

With that in mind, let me know If you are interested.

We can test this out, dial it in and potentially boost your sales to new heights.

Looking forward to hearing from you,

Stay strong and stay safe,
Alex

Fitness industry example

SL: Free gift for **YOU**

Hey Kunal,

I recently started working out again and my IG feed is filled with fitness content. Last night I bumped into one of your videos. I must say lifting 3x170 is wildly impressive. I can see you know exactly what you are doing in the gym.

That being said I noticed that you don't have a dedicated sales page or a good funnel to it. This is definitely affecting the sales of your coaching calls.

"Shame", I thought, "This guy provides so much value for free it would be a waste of potential not to help them out".

So I decided to create this "remedy" for your problem called "Kunal's marketing overhaul".

It uses disruption and intrigue to amplify the pain of not being in shape in order to increase conversion.

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Main Takeaways:

1. Make the compliment extremely specific: It can only be sent to them
2. Immediately answer WIIFM, waste no time! Within lines 2-3. Transition specific compliment into WIIFM and immediately lead with value.
3. TEASE the solution, never reveal it, but be very specific and exact as to what the benefits are.
4. Specifically highlight with detail as to what the tangible benefits are, but do not go into teacher mode, vagueness as to what the method/solution is, heavy specificity as to how it will benefit them. Find the balance
5. Answer what the tweaks are. Use the AI improvements list
6. Stick to one main idea/desire/goal/pain, stop jumping between different main ideas for each. Goal is to help them attract more customers? Expand on that, don't suddenly talk about selling more products to their existing customers. Discuss additional pointers on the call.
7. Remove filler, be concise, straight to the point. They don't want to sit there and read your long email, they will click off.
8. Highlight the benefit, and make it the CTA "Are you up for a quick call to discuss some more ideas that would increase your scale?"
9. Eliminate secondary compliments. Avoid being a fan.

What are 3 better questions I can ask myself about my outreach to get insanely better results?

- ~~10. What story can I include in the beginning of my outreach that explains why I was searching for people within that industry, without activating the reader's sales guard?~~
How can I convey to the prospect, right off the bat, that I'm here to provide value?
11. How can I be more specific when mentioning the benefits/advantages that the prospect would gain through implementation of the Free Value?
12. How can I include more elements of the EO-Checklist to make my outreach more effective?