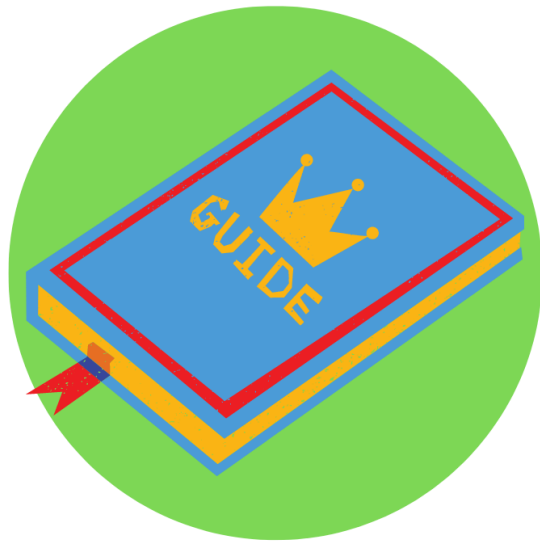


The ABC guide to cold email outreach



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Want to have a killer SL with open rates in the 90% range?

There is one thing most of you must understand.

You are at the beginning stages of your journey learning the skill of copywriting.

You are going to make the common mistakes that most beginners make and that's okay.

But, you also have to realize you can't just copy and paste your way to making millions of dollars.

Especially if you want to make \$10k/ month copywriting.

You have to learn and adapt.

Now there are two ways to learn.

Through others' experiences and using their "cheat sheets," or by learning the bullheaded way on your own.

Pick and chose wisely.

Okay...

I hope you made the right decision to learn from others' mistakes.

So in order to take this the most literally, you have to learn from the mistakes of beginner copywriters doing cold email outreach.

Examples of the mistakes in SLs:

- Quick question
- I have something for you
- Thoughts on [insert here]
- Do you have a minute?
- Hey (name of company)
- An amazing opportunity

And the list goes on and on.

Now there is nothing wrong with having a multiword SL. I personally know Gs who have one and it works well for them.

But you want to stand out amongst the crowd.

You want to be that one email that captivates the eyes of the CEOs you reach out to...

You want them to say, "God dammit this is the guy I've been searching for my whole life."

All jokes aside.

You do want to make sure you aren't burned in the lake of fire that is the delete box in their emails. Or worse...

Have your email's soul marked with the sign of the beast...

No not, 666.

But SPAM!

So what do I say you should do?

Make your SL one or two words that stand out.

Adjectives usually are the SLs I go for that can stand out.

Or even an adjective describing one desired outcome.

Also, make sure it is relevant to the email body. Make a connection...

Here are examples:

- Jaw-dropping
- Coveted
- Coveted engagement
- Superfluous Curiosity
- Innovative
- Unorthodox

Make sure they connect to the body.

Example:

SL: Coveted

(body text)

“I came up with a coveted method that allows midgets to use a certain Kreme in order to increase anus bleaching in an uncanny way.”
(CTA)

There you go. It's literally that simple.

No need to make crazy complicated SLs. IT'S POINTLESS.

All you need to do is pique their curiosity.

And now we'll talk about how you reel in the big catch...

So you've caught a nibble and you want to yank the line to reel in the big fish?

Good.

Most of the battle is getting eyes on your actual outreach.

But I am going to relay something to you that helped me realize my approach to this whole cold outreach thing...

It is all a numbers game.

Let's take a nice page from our big homie called Pareto distribution or aka the 80/20 rule.

Only 20% of the people your outreach to are going to open your email based on your SL.

Then 20% of the 20% are going to read your email...

Then 20% of those who read it will actually reply.

Then 20% of those who replied are going to want to jump on a sales call.

Then 20% who jump on a sales call are actually going to want to buy.

Now I will be honest with you Gs.

I am being generous with the 20%.

I would be a shill if I didn't tell you that the distribution here is actually 95/5.

But wait!

I do have hope for you.

It's all in the name of the game. Don't get your panties in a wad.

I know you want to make money and FAST.

Speed is important but in the military we have a saying that helped me outpace my competition..

"Slow is smooth and smooth is speed."

Now don't think I'm telling you to slack off. I am not.

I am actually telling you to look at your situation and be unemotional in your approach.

Be methodical.

Now. Onto reeling in the big fish with your outreach.

There are many good things you can do with making the body of your outreach killer.

The main things that I see are humor + story.

But you must keep in mind this massive lesson from our professor himself that focuses on the “What’s in it for me aspect of copywriting”:

“You guys all need to understand this one key fact about outreach.

THE PROSPECT DOESN'T CARE ABOUT YOU.

They don't care about your silly stories.

They don't care about what you do for fun

They don't even care about your "job title"

They only care about themselves, their problems, and thier desires.

THAT is what you should talk about.

That and that only.

Sure you can come up with a shock and awe story that will get clicks

But the second they discover that your email has nothing to do with them or what they care about (the first line)

They are out.

They have much more rewarding things to do with their time.

They have a business to run, problems to solve, etc

Talk about what they actually care about and watch your response rates jump through the roof.” - Andrew Bass, Copywriting Professor of HU

Let's continue with humor.

Humor can be anything, it is subjective.

Which is good, because now that I'm typing this out. If someone aligns with your humor they are already primed to be a good client.

Currently, my client aligns with how I think. We make the same jokes and the vibe is everything.

Side note. NEVER WORK WITH SOMEONE DESPERATE.

Back to the body of your outreach.

Humor and story are great ways to get someone on a 'wave length' that is more receptive to buying.

Humor can be broken down into many different ways.

You can make a dad joke (which may or may not work. Test it!)

You can make a funny picture or use a funny meme.

Again TEST IT and TRY IT OUT!

You can even come up with a wacky story and add the element of humor to it.

Example:

"Hey Jim Bob,

I was walking down the illustrious streets of Miami, enjoying the empowering vitamin D, when a raving mad band of Puerto Rican midgets asked me if I wanted some Kreme in my anus.

At that moment my Youtube autoloaded your video and blah blah blah"

Look how easy that was. It's nothing too crazy. It's just different.

But make sure you do this massively different "sunshine" approach that most people outreaching will overlook.

Make sure you sell the dream!

Stop coming from a position of authority with no receipts to back it up.

Even if you have the results, don't fucking tell people what is wrong with the business they have put blood, sweat and tears into.

You have to remember this is their baby. You want to help them make sure their baby grows into a strapping young lad.

Being able to grow and take money is all about making sure you provide VALUE.

Also,

On the notion of providing value.

The main thing in your body paragraph has to include/ tease the value that you will provide to the company.

The main job of a copywriter is to intrigue. That means you also have to intrigue the business you are outreaching to.

So when you come to the closing statement make sure you tease a unique mechanism that will deliver them to their dream state.

Make sure the mechanism is something you would actually implement.

Don't come up with this "steroid banana" method and when they book a call you don't actually have a strategy that follows the name.

So an example of this looks like this:

"....that's when I noticed you can greatly benefit from the 'steroid banana' marketing angle that will improve [dream state]"

See simple.

Don't overthink this.

You got this Gs.

Now if you really want to know where the magic happens in closing clients keep reading below...

The magic is all in the.....

If you can't finish that line then you haven't been listening to our good friend Audun.

The craziest thing is that I used to do this all by hand but it's automatically built into streak.

Sure you may send one type of email like this but you have to send several. Or just follow two golden methods.

Can you tell me where the magic happens?

It happens in the FOLLOW UPS!

Now I'm not just talking about one email. You have to send multiple.

I'll address an egg question:

You follow up in the same email thread as your original outreach.

No do not send them a separate email. Just bump your existing thread.

These business owners get hundreds of emails from marketers offering them their services in exchange for providing a dream outcome.

So your email is definitely getting drowned in their inbox.

Now let's talk about what the email should look like.

It can be simple:

"Hey just bumping this email"

"Hey what did you think of my offer"

"Hey I know you get hundreds of emails so I don't want this to get buried"

And so on and so forth.

But I am also going to let you in on some secret sauce.

In between, you can do several key things to tease them.

You can say that you've seen a specific recent content and how you came up with another angle, how you can use that for your specific teased method or that you genuinely like what they're doing and ask if they've seen your original email.

The key is to be different and follow up with intrigue.

Now we need methods of execution.

So let's learn from the best Andrew and Arno.

Andrew's trail-by-fire method structure is as follows.

Follow up 24 hours later, follow up 72 hours after that, follow up 7 days after that, then follow up 14 days, then 1-2 months. Then recycle them later in the future, maybe they will be in a buying window at that time.

Now for the Midget commander's solid approach.

Follow up every 2-3 days until they die or say fuck off.

See again, simple.

But make sure you use mail merge in streak to make the follow-ups. Don't be dumb like me and do it by hand.

I can't believe I wasted so much time.

Now I want to finish off with some general rules of thumb which I will be making a video to further explain...

General rules on what to provide and who to provide it to.

I have noticed a lot of guys don't know what to offer.

It is simple, once again. You write words to sell products.

But you can use this in a lot of different ways.

You can write Youtube community posts, IG captions, emails, LinkedIn posts, tweets and anything that involves you writing words.

You don't necessarily have to sell in each method. You can actually soft sell and lead with knowledge the company can provide to their audience that they are the "expert" in.

Plus, make sure you are reaching out to small to medium size businesses. Don't reach out to big dogs like Disney or the Buff Dudes.

You won't really be able to provide them with anything since you are learning.

But the beautiful thing is, once you land your first client...

Your mind will be blown at how much you learn.

Trial and error Gs.

Make sure you test everything.

And only outreaching 200 people isn't shit.

That's garbage.

This is hard work. You need to sit back and trust the system.

You need to mentally stop holding yourself back.

Instead of leveling up a video game character put that time and energy into building yourself.

You have just become an entrepreneur. It's a hard and lonely road.

But you have HU and the amazing community within it.

Now GO AND HUSTLE.

I'll see you on top of mount Wudan. We will smoke the finest cigars and drink the smoothest drink with babes all around.

But in order for your dreams to start working, you first need to put in the work.

Fly high Eagles.