

COLD EMAIL WRITING

LENGTH

2 Hours

CERTIFICATION

This is a required module for:

- Email Prospecting Specialization

FORMAT

Live

The ability to craft an effective email is important to any business professional, but for a sales professional it can mark the difference between mediocrity and greatness.

In this module, participants will learn the psychology behind email content and subject lines, and will develop a cold email template that will maximize your response rates.

LEARNING OUTCOMES

After taking this course, you should be able to:

- craft a subject line that achieves >70% open rates
- write a clear and compelling cold email in 150 words or less
- achieve a minimum of 10% reply rates from your email outreach

COURSE OUTLINE

Email Writing Principles

- Email Length And Readability
- Utility vs. Curiosity Subject Lines
- Copywriting Best Practices
- Email Signatures

The Structure Of A Cold Email

- Introduction Paragraph
- Value Statement Paragraph
- Call-To-Action Paragraph
- Using Post-Script for rapport building

Individual Coaching

- Write your own cold email
- Email editing and feedback workshop

(Optional) Email Sequencing

- Email Sequencing Theory
- The Reminder Email
- The Break-Up Email
- Ideas For Mid-Sequence Emails
- Formatting For Sales Automation Software
- Optimizing Time Delays Between Steps