



Best Practices for Capturing People's Attention Through Email

1. The following are essential characteristics of influential email communication for prospects and customers to facilitate action and follow up
 - a. A person would be motivated or curious to open it
 - b. The message itself is different than other companies
 - c. Doesn't sound salesy
2. Be self-aware of email characteristics that are engaging and are likely to get follow-up
 - a. Engaging subject line
 - b. WIIFM (What's In It For Me) – first two sentences of email need to capture attention and remind people why they should care
 - c. Context to support why they should care
 - d. Is there an elephant in the room to address?
 - e. Break up text into digestible bullet points/short paragraphs
 - f. Replace "I" with "you, we, your, our"
 - g. Ask should be clear – Do you want to talk? Want them to share an opinion or review?
 - h. Clear next steps – Call to Action (CTA) – who, what, when – I can meet on XX at XX or XX at XX. Let me know which time works and if neither, please suggest times that are more convenient for you.
3. Considerations that are likely to put written communication in the email graveyard
 - a. Lengthy
 - b. Topic doesn't sound interesting
 - c. No clear urgency to respond
4. Bad news should never be delivered via email
 - a. Call and leave voicemail that makes someone motivated and curious to respond
 - b. Send simultaneous email that matches your voicemail
5. Become self-aware of when your email dialogue is going on too long without resolution
 - a. To keep on top of mind - **Meeting Idea** – any examples of having an email going on too long that you recognized
 - b. Typical reasons this happens
 - i. Paper trail – proof – use an email as a supplement to your verbal communication and not in place of it
 - ii. Not asking the right questions – lack of clarity and expectations
 - iii. Easier – instant gratification – less effort
 - iv. Hiding behind – conflict avoidance, lack of assertiveness, softer way to provide rejection
6. Emails should never be the first time a prospect/customer hears about pricing
 - a. Prevent sticker shock by understanding expectations of budget and spend

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