EMAIL BEST PRACTICES

STAT:
An average of 121 business emails are sent and received each day.

Given how much noise there is in inboxes these days, there are a few other tactics you can leverage to cut through the noise:

Subject Lines

Think of subject lines as an exciting preview for the content inside.

- Keep it short (3-4 words)
- Use their name
- Name drop a colleague
- Cliffhanger
- Personal reference

Examples:
- *14 Acquisitions, 12 Months*
- *Fellow UNC Grad*
- *Issac Satish Sent Me Here*
- *Pizza Connoisseur*

STAT:
Emails with personalized subject lines get 50% higher open rates.

AI BOOST:
Tools like Jasper.ai can help you brainstorm subject lines. You can use prompt: "Generate other options for this subject line"

Email Structure

1. INTEREST	2. CONNECTION	3. ASK
A **positive** and **current** subject that is specifically related to the target.	A connection from the **interest** to the reason you are contacting them.	A call to action or ask. Link it back to the **interest**/**connection**.
Research (<5 minutes) • Linkedin Posts • News Stories • Events • Company News	**Research (1-2 minutes)** • Customer Story • Product / Blog • Connection in Common	**Examples:** • "Who is the right person to talk to?" • "Do you have 5 minutes to discuss how..?"

EMAIL BEST PRACTICES

CTAS

STAT:
One simple ask for a meeting yields best response rates (61%).

INTEREST-BASED CTAs

- Does it make sense to chat about **[Positive Outcome]**?
- Does this align with **[Company]**'s 2024 initiatives?
- Would you be opposed to learning more about **[Positive Outcome]**?
- Is **[Pain]** a challenge that your team is currently facing?
- Interested in unpacking how ACME can help with **[Pain]**?

SPECIFIC CTAs

- Would you be interested in meeting for a brief chat this **[Day]** or **[Day]** at **[Time]**?
- How does your calendar look on **[Day/Time]** to meet to discuss more?
- Do you have 30 minutes to hash this out on **[Day/Time]**?
- Does **[Day/Time]** or **[Day/Time]** work for a brief 30 minute call?

SMART SENDING

BEST TIME TO SEND

Highest reply rate is seen at 8am - 11am, as well as 1pm - 3pm

Send on the :05, :25, or :55 mark

Double check the location and time zone of your prospect(s) prior to sending

BEST DAY TO SEND

Mondays, Tuesday, and Thursdays have proven to be the best days that generate the highest response rates

STAT:
The ideal length of a cold email should range between 50-125 words. That's about 5-15 lines of text in an email in your cold email outreach. Response rates to emails that were 75-100 words long were a whopping 51%, a study by Boomerang which surveyed up to 40 million emails reported.

EMAIL TEMPLATES

[Department] Manager
Interest: New Promotion

STRUCTURE	EXAMPLE EMAIL SCRIPT
SUBJECT LINE	**Experience Less Stress and More Productivity**
	Hi **[Name]**
INTEREST	Congratulations on your recent promotion to [Department] Manager! In your new role are you challenged with providing a consistent work experience for your hybrid workforce? An inconsistent work experience can lead to productivity loss and impact employee morale.
CONNECTION	One of our customers, FNBO, faced a similar problem. With ACME solutions they have been able to deliver the office of the future to provide a consistent and productive work experience that everyone can enjoy. "..In a very short period of time, FNBO has turned that notion on its head to offer a hybrid working environment for all employees.. with ACME and Zoom everyone is 'here' even if they aren't all in the same room," said Lee Kuenstling, AV Systems Manager.
ASK	Are you open to discussing how we can help you achieve similar results? I will follow up Friday, August 18th between 9:00 - 9:15 to see if we can coordinate a time to meet.
	Best,
	[Your Name]

AI BOOST:
AI tools can also help you brainstorm how to reword your emails. Use prompts like: "Make this shorter" or "Put this in a professional tone."

AI BOOST:
Use prompt: "Write an email specific to the (insert) persona relating back to ACME."

EMAIL TEMPLATES

CXO
Interest: LinkedIn bio (and upcoming virtual event)

STRUCTURE	EXAMPLE EMAIL SCRIPT
SUBJECT LINE	**Encouraging Women into Tech should be as easy as (Raspberry) Pi** Hi **[Name]**
INTEREST	I loved reading in your LinkedIn bio about how your passion for technology, and a Raspberry Pi, were able to inspire your daughter's interest in computers and scratch animation. As an IT professional with young daughters myself, it really resonated with my own hopes for a more equitable future in this industry.
CONNECTION	Much like **[Company]**, ACME lives and breathes our commitment to women in IT through our employee resource group. We will be hosting our next event in a few weeks and I'd love to invite you to present and share your daughter's story. It would also be a great opportunity for you to learn about how we've helped customers like **[Similar Customer]** transform their remote work experience.
ASK	I'll call you at 3pm on Tuesday to discuss more. Best, **[Your Name]**

PRO TIP:
Think about how you can "swarm" your priority accounts by engaging with multiple personas.

AI BOOST:
Use prompt: "Verticalize this email to pertain to the [insert] industry."

EMAIL TEMPLATES

EMAIL TEMPLATE #1

Unlocking [Industry] Success: Overcoming [Challenge] with ACME Solutions

Hi **[Name]**:

[Include Something Personal Found in Your Research].

Given what's happening in **[Industry]** I'm wondering if you find yourself **[Challenge]** getting to **[Desired State]**? Having **[Challenge]** could result in **[Implication + Metrics]**.

One of our customers, **[Similar Customer]**, faced a similar problem. With ACME solutions they have been able to **[Achieved Desired Outcome]**. **[Customer Testimonial]**.

Are you open to discussing how we can help you achieve similar results? I will follow up **[Date/Time]** to see if we can coordinate a time to meet.

AI BOOST:
Use prompt: "Write an email based on (insert) interest as it relates back to ACME technology."

EMAIL TEMPLATE #2

Significant outcomes await {{COMPANY}}

Hi **[Name]**:

I'm writing again in case my last email was buried in your inbox.

At ACME we are working with **[Their Role]**'s at customers like **[Similar Customer]** who have reaped 3 major benefits from the implementation:

1. **[Measurable Outcome #1]**
2. **[Measurable Outcome #2]**
3. **[Measurable Outcome #3]**

Can we speak on **[Date/Time]** to discuss how we can help you achieve the same?

EMAIL TEMPLATES

EMAIL TEMPLATE #3

Overcome [Challenge] and save [Days/FTES/Dollars]

Hi **[Name]**:

I was motivated to reach out after reading the article on **[Something Relevant to Their Business]**. I'd love to understand if this is a challenge you are faced with at **[Company]**.

For most of our customers, **[Trend/Compelling Event]** is a great way to **[Achieve Desired Outcome]** but can also come with **[Challenge]**. This can sometimes lead to **[Negative Implication]**.

Because ACME's **[Solution]** is completely **[Competitive Differentiator]**, we can help customers **[Achieve Desired Outcome]** but **[Faster/Cheaper/More Effectively]**, sometimes saving up to **[X Days/FTES/Dollars]**.

Would **[Date/Time]** work for you for a quick introduction?

AI BOOST:
Use prompt: "As (your name and company/ industry), write an introductory warm sales email to (prospect name) from (prospect industry and company name)"

EMAIL TEMPLATE #4

Encouraging [Cause They Are Passionate About]

Hi **[Name]**:

I loved reading in your LinkedIn bio about how your passion for **[Cause They Are Passionate About]** resulted in **[Something Meaningful]**. As an IT professional with **[Shared Interest]**, it really resonated with my **[Similar Desired Outcome]**.

Much like **[Company]**, ACME lives and breathes our commitment to **[This Cause]**. **[Info on How and Invitation to Get Involved]**. It would also be a great opportunity for you to learn about how we've helped customers like **[Similar Customers]** transform their remote work experience.

I'll call you at 3pm on Tuesday to discuss more.