

HOW TO GET A 91% OPEN-RATE ON YOUR COLD EMAILS

THE 4 THINGS EVERY COLD-EMAIL NEEDS



A Publication



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Introduction.

Cold Emails are one life's necessary evils. They are unsolicited emails sent to someone that doesn't know who you are or what you want. Similar to a cold phone call. Chances are you've sent an introductory email for a job you're trying to get or company you want to do business with.

In this eBook we'll look at the following things to help you get a 91% Open-Rate on your Cold Emails:

- Reasons why your emails are getting deleted now
- The 4 pieces every Cold Email needs
- Live templates that you can start using today!

Why Your Cold Emails Get Deleted

Not surprisingly most Cold Emails get deleted immediately. Here are some of the main reasons why:

Length – We live in a world full of distractions. If people see a lengthy email they wait for a quiet moment to read it and don't bother trying to digest it on their phone (where most email gets read). The chances of someone setting aside 30 minutes to read your Cold Email is very slim. Remember, they don't know who you are and a 3000 word email is implicitly asking them for 30 minutes.

Wrong Department – Make sure you are emailing the right person. If you are looking for a job the last person you want to email is the recruiter or HR department. Find someone in the department you'd be working in and email them. You can find them on LinkedIn. HR's primary job is to field all of these unsolicited phone calls, inquiries and emails so that staff delivering the product or service don't have to.

Not Enough Recipients – Send your Cold Emails to multiple recipients, but on separate email threads and always email the highest ranking person you know. If you know the CEO of the company then send them a Cold Email as well as their secretary or assistant. Usually CEOs are never alone. They have a right-hand person with them at all times. The CEO gets bombarded with requests, but the second in command rarely does yet they have unlimited access to the CEO as well as a certain degree of power. Surprisingly, the higher up in organizations you go the more generous and likely you are to get a response. Particularly if you can find the owner of the business.

Unfortunately though sometimes these people are busy and may not get to your Cold Email until it's too late for you. That's why you need to send your Cold Email to 3 or 4 different people. Vice-Presidents yield tons of power in organizations too. Don't forget to send them your Cold Email.

Unclear – You're asking the Cold Email recipient for something – usually an invitation to talk more or do something. Make sure you are very clear about what you want the recipient to do. Also don't ask them to do multiple things. Keep it to one specific task. If you can't identify what the ideal response of your recipient is then your email won't get a response.

Impersonal – Social selling is important in today's marketplace. The days of just sending out a mass email broadcast to 20 recipients and expecting a response is over. The more thoughtful the email the more likely the response. Personalizing the salutation isn't enough. You need to personalize the body of the email to the specific person. You're writing a letter to *someone* not *everyone*.

There are 4 elements to this and every great Cold Email. Each part is aimed to help you get a response from the person you're reaching out to. These 4 elements are a must for any situation – whether you are trying to get a job, email a celebrity or get a prospect's attention.

Below are the 4 pieces of the email and where to customize for each cold email you send:

1. PERSONAL STATEMENT

‘Congrats on (insert custom example). (Follow up personalized sentence). Well done!’

What is it – The Personal Statement is a way to build a meaningful rapport with the reader. These 10-20 words determine whether the reader deletes the email or reads further.

The question this answers – ‘Should I read this?’

Why you need it – You’ve just interrupted someone you don’t know. Chances are they were in the middle of something and have stopped doing that to check your email. The Personal Statement makes sure that what they read was worth the interruption. If you’re surprising someone it may as well be a good surprise. Something positive usually is.

Examples:

- ‘Congrats on winning radio DJ of the year. Your hilarious stories make me smile each morning. Bravo!’
- ‘I read each of your columns. I have your article about super-hero money management bookmarked.’
- ‘From one tennis player to another I hope all is well. You’ll probably find this link as interesting as I did!’

Additional information – Review the recipient’s LinkedIn profile or Google them. Chances are you can find their accomplishments, interests or educational background about them. If you can’t find anything about them then you’re probably not reaching the right person or looking hard enough.

2. THESIS STATEMENT

‘You know how important (insert a reference to the need that your offering addresses) is for (insert the occupational goal of the person). What if (insert what your offering this person in the form of an answer)? And (Insert additional secondary powerful benefit – cost, time etc). Would you go for it?

What is it – The Thesis Statement is the reason you’re sending the Cold Email out in the first place. It’s what you are offering the recipient.

The question this answers – ‘What is this?’

Why you need it – Every message needs a purpose. The thesis introduces an offer, perspective or idea to someone that wouldn’t have gotten it otherwise if not for this Cold Email.

Examples:

- ‘You know how important **leads** are to **getting new customers**. What if **you could have a team of experts helping you get new leads every day and control your marketing spend?**
- ‘You know there are thousands of people in New York every day looking for the best burger online. **What if you could advertise in a network that helps Jack’s Burgers find those people and present them with a coupon? And costs less than a newspaper ad.** Sound good?
- ‘You know a dollar saved is a dollar earned. Shouldn’t **the new accountant you’re looking for introduce activity-based accounting practices in addition to just standard financial reporting? That person could streamline processes** in addition to managing the books.’

Additional Information – The thesis statement needs to speak to the reader's everyday problems and how you intend to solve them. Think about the role the person has. If the person you're trying to reach is a marketing executive at a car dealership then that person's job is to get more people into the dealership. So speak to solving that problem.

If you sell accounting software then send your cold email to the accountant and speak to solving their problems (**more meaningful data, better organization, ease-of-use etc**). Remember the marketing executive and the accountant are both hired by their bosses to work on those disciplines every day. If what you're offering helps them do their jobs better or more effectively they'll be interested.

If you're looking for a job then your cold email shouldn't go to the HR department. Try to find the person you'd be working for or someone in the department you are going to work for and send your cold email to them. HR departments are looking for a needle (good resume) in a haystack. The hardest part in the hiring process is getting out of the haystack the large database of resumes. You can get out of that haystack by sending a cold email to someone in the department you want to work at.

3. EVIDENCE

That is exactly what (insert company name with link to your site) does. (Insert supporting info and supplementary link or specific content piece that supports your thesis).

What is it – Evidence is an additional fact about who you are and what you do. Use these 10-20 words to add credibility to you and your thesis. Include a link to a video, infographic, blog post or other content that reinforces your thesis here too if you have them.

The question this answers – ‘Who are you?’

Why you need it – Ok so now you’ve given the recipient an idea through your thesis. But anyone can throw around a thesis. The Evidence is what proves it as true or not. Say you suggested a manager give employees cupcakes to boost employee morale as your thesis. The Evidence statement could include a link to testimonials for proof in addition to why you’re the best cupcake maker.

Examples:

- ‘We’ve grown revenue for 140 other small restaurants like yours. Here is a before-and-after study of the restaurants that we helped.’ ‘Our customers love us! Here is a video link to some testimonials’
- ‘Like us, Mark Cuban also blogs regularly about why the stock market is for suckers.’ (include a link to the blog).
- ‘We’ve put together an infographic for you about why this makes sense.’ (ideal if your thesis is complicated and may be explained better with images).

Additional information – Don't worry if the evidence isn't on your own website. Truthfully, it looks more authentic if it isn't. If you can reference famous people or have famous examples that reinforce your thesis then use those since they'll be more familiar to the recipient.

4. CALL TO ACTION

I think we could help (Insert goals that this person was hired to do). Would be happy to address further.

What is it – The Call To Action provides the opportunity for the recipient to express interest or not. It is an invitation for the recipient to take the next step towards the goals.

The question this answers – ‘What’s next?’

Why you need it – Every piece of communication needs a purpose. You need a Call To Action that the recipient can accept so that the relationship you’re trying to build can progress.

Examples:

- ‘I will call you on Tuesday at 11:30 to see how I can help your hotel increase reservations.’
- ‘Can we talk further Thursday morning about how this opportunity makes sense for both of us?’
- ‘Thanks and will call you to continue the conversation shortly!’

Additional Information – It is important to mention if you’ll be calling or following up in some capacity (which you should do regardless). This implicitly puts pressure on the recipient to respond to your offer positively or negatively. If they don’t respond they know they can expect a call which they may not want if they aren’t interested in your thesis.

Cold Email Template

Below is an example email our marketing team sends. This email and variations of it have been read 91% of the time they are sent. We don't always get the response we want, but we do get a shot at the basket.

Hi John,

First off congrats on all of your success with John's Burgers. The burgers are the best in Podunk and you are a great entrepreneurship success story. Well done!

You know how important digital marketing is for branding and adding franchises. What if you had a partner that could help people looking for franchises find your opportunity and also arm your marketing department with digital marketing experts, designers, developers and MBAs for 160 hrs per month? And for less than the cost of 1 full-time employee. Would you go for it?

That is exactly what **Computan** does and this is the future of digital marketing. Here is a **featured article** from The Huffington Post about this phenomena.

ABOUT US

Computan serves as the back-end digital marketing department for various businesses across the globe. Ranging from start-ups to multinationals. For a fixed monthly fee you can receive a world-class team of developers, designers, digital marketers, app builders and search-engine experts for less than the cost of a full-time employee. Computan's teams are affiliated with the biggest names in marketing and technology including Google, Microsoft and HubSpot.



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