Nutshell

The Complete Guide to Writing MUCH Better Sales Emails

By the Sell to Win Team

Every great salesperson I know has the gift of gab.

They're comfortable speaking to any person in any situation, and they're excellent conversationalists because they understand the importance of asking questions and listening. Those qualities help them quickly gain trust with prospects on the phone, or find the right buttons to push when pitching someone in person.

Communication is a superpower in this business. Unfortunately, verbal communication skills don't always translate to written messages. On several occasionals, I've had a salesperson charm me during a phone call, then follow-up with an email that was a total trainwreck. Usually, one of two things go wrong:

1. Their warm, conversational speaking tone is replaced by something out of a college essay, overly formal and devoid of personality—because *writing has to be very serious,* right?

2. They stop caring about me. Suddenly, it's only about what *they* want.

The big misconception is that sales emails require a totally different toolkit than selling to someone over the phone or face-to-face. **Of course they don't.** The goal of *any* sales communication is to offer value, draw out information, and project confidence in what you're selling.

The rules don't change just because you're typing it out on a keyboard.

We put this resource together to help you develop the "gift of gab" in your sales emails. If you're looking for some good advice on what to say, how to say it, and how to improve the odds of your emails actually being read, you came to the right place.

Thanks for stopping by, and please let me know if there's anything I can do to help.

All best,

Will Gordon
Editor, *Sell to Win*

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PART 1:
What Does an Effective Email Look Like?

The Art of the Warm Email: How to Write to an Audience of One

BY JACOB THOMAS

The best sales emails sound like they came from a trusted friend.

That requires the sender to understand who their recipient is and what they want. Otherwise, you're just another stranger clogging their inbox.

Creating a sense of familiarity goes a long way in email outreach, and warm emailing helps you do that. Once you understand how warm email prospecting works, you'll be able to boost your reply rate, book more sales calls, and close more deals.

Let's take it from the top...

What Is a Warm Email?

As first defined by veteran copywriter and business coach Ed Gandia, warm emailing is a targeted, personalized outreach strategy in which each email is handcrafted and written for one person only. Through extensive research, the sender positions himself/herself as a knowledgeable professional who can solve the recipient's specific problems.

Just like warm calling, warm emailing efforts might include a pre-contact touch—such as a targeted ad campaign or an intro email from a mutual contact—to get the recipient more amenable to opening and responding to your message.

Because these emails feel so much more relevant than the average cold email, they can have a dramatic impact on response rates.

Before we show you what the ideal warm email should look like, here are a few general concepts you should keep in mind to leverage this strategy successfully.

4 Quick Tips for Warm Email Success

1. Understand Your Email's Purpose

Many sales reps never see success from their email prospecting efforts because they try and do too much in each message. When sending warm emails, you have one purpose and one purpose only: to start a conversation, preferably on the phone, with your prospect. That's it.

In that sense, warm emails are no different than cold emails: You're not trying to make a sale. You're not trying to convince the recipient to start a free trial. You're not even trying to prove to them that your company's offerings are better than the competition. You're simply trying to book a phone call with them.

When you understand this, everything becomes a lot easier.

2. Know Who You're Trying to Reach

Now that you understand the purpose of your email, it's time to do your homework. You need to "know" the person who you'll be contacting: Which company they work for, the position they hold, the problems they have that your company's product or service can solve, etc. Many of these details can be found via LinkedIn.

Related: 6 tips for writing the perfect LinkedIn cold outreach message

The more you know about your prospects on an individual level before contacting them, the better. Research allows your messages to sound highly relevant and personalized. It's how you turn traditional cold emails into a strategic warm email prospecting system.

While researching, you'll also want to look for what Ed Gandia calls a "meaningful connection." (We'll cover this in more detail later.)

3. Keep an Eye on Email Length
Brevity is essential when conducting warm email prospecting. In general, try to keep your warm emails short and sweet—around the 125-word mark, give or take.

Remember, your prospect didn't *ask* to be contacted. They're probably busy and if they open up your message and see a giant wall of text, they'll delete it without reading anything. 125 words should be enough to state the value your company brings to the table, establish some credibility, and make an ask to connect on the phone.

4. Get on Your Contacts' Radars
As we mentioned earlier, a pre-contact touch makes your recipients more familiar with you, and more willing to open your initial email. That can take a number of forms:

- Use your recipients' email addresses to create a custom ad audience on Facebook or LinkedIn, and run an ad for your company that will be served to all the people you plan on contacting the following week.
- Send connection request to your recipients on LinkedIn before emailing them. Even simply viewing their profiles without making a connection request could get them curious about who you are so that they look at your profile.
- Ask a mutual connection to send out an introduction email.
- If your company uses direct mail assets such as postcards or catalogs, make sure to send something to your upcoming recipients before you reach out to them personally.

How to Structure Your Warm Email Messages

An effective warm email has a specific, four-part structure. Crafting your messages in this order will help you secure higher response rates.

A Meaningful Connection
Each of your emails should start with a meaningful connection—something relatable that ties you to the prospect. For example, perhaps you discovered via LinkedIn research that your prospect is frustrated by the HR software her company is currently using. Since you sell HR software, you've just uncovered a meaningful connection that directly bridges the gap between what you have to offer and your prospect's pain-point.

Not every meaningful connection needs to be so direct, though. For instance, maybe you discover that your prospect's company just received a new round of funding. You could email your prospect, congratulate her, and tastefully mention that a portion of their new funds could be spent on your company's products.

A meaningful connection can even be something unrelated to business. I once secured a long-standing client due to a mutual love of cheese. **That's right, cheese.**

After conducting my research on the company in question, I discovered that the marketing director was a bit of a cheese connoisseur. I happen to be as well. In fact, my wife buys me a wheel of cheese for Christmas every year. It's a quirky tradition that I love, and I decided to share the anecdote with my prospect in my warm email. It worked, we hit it off, and I provided content marketing services to that client for a long time.

A meaningful connection is simply a bridge that connects you to your prospect. It can be business-related or completely personal, but whatever it is, your prospect must find it relatable.

A Value Statement

Part two of your warm email is your value statement. This is where you explain what your company does, who your company creates products for, and why your products are better than the competition's.

It can be easy to lay it on too thick here. Shouldn't your prospect know from the very beginning about each of the 16 features that your product has, and all 10 reasons why it's a better option than competitor A, B, and C? Definitely not.

You want to keep this section brief—just a sentence or two that quickly and succinctly explains what you're offering and why it's worth your prospect's consideration. Remember, you aren't trying to actually sell anything at this point. You're just trying to share enough information to pique their interest and schedule a phone call.

A Credibility-Building URL

Next, you need to include what Ed calls a "credibility-building URL." This title is slightly misleading. You don't necessarily need to include a link, but you do need to share some credibility-boosters. A link is just the easiest way to do it in most circumstances.

What kinds of things build credibility? It depends on what you're selling, but you can never go wrong with customer testimonials or case studies. If your company has a section on its website that contains these materials, share it. (At Nutshell, we like to share our #madprops tweet collection to give prospects a bunch of bite-sized testimonials to browse through.)

When sharing case studies, make sure to use the stories that will be most relatable to your prospect. For example, if your prospect works in the healthcare industry, send them case studies featuring your other customers in that field.

By adding a credibility element into your warm email prospecting efforts, you'll convince your prospects that a phone call with you is worth their time.

A Clear Call-To-Action

Finally, you need to end your warm email with a strong call-to-action. Fortunately, this step is quite simple. You don't need to concoct some elaborate CTA or rack your brain trying to come up with the most enticing phrase.

Instead, keep it simple and end your warm email with an invitation to connect. This is best done in the form of a question. For example, "Does it make sense to connect on this?" or "Would you be interested in scheduling a 15 minute call soon?"

I always recommend ending your email with a question. Why? Because, as humans, we've been trained our entire lives to answer the questions asked of us. Ending your message with a quick query is a small psychological trick that will boost your response rate.

The Perfect Warm Email Template

Warm email prospecting is a great strategy for sales reps is because it allows personal connections to be made with prospects while still remaining scalable.

The key to making your warm email prospecting efforts scalable is to build a winning email template—a customizable outline that does 80% of the work for you so that you can send more emails faster. Here's a good warm email example to get you started:

As you can see, this warm email template example has each of the four essential elements we discussed. It can also be easily tweaked for each individual prospect.

Warm email prospecting is an amazing tool that I believe every sales rep should be using. I encourage you to take what I've shared in this article and test it out "in the wild." See if it works as well for you as it has for me and thousands of other sales professionals.

Remember, it all comes down to that four-part structure. Start with a meaningful connection, then state your value proposition, include a credibility builder, and end with a compelling CTA in the form of a question. Doesn't sound too hard, right? Good luck!

Dear [NAME],

I recently read in the Sacramento Bee about BBM's incredible growth—from 0 to 500 employees in just two years. That's an amazing accomplishment. Congrats!

I'm writing because I may be able to help you better manage all of your new workers. At HR Elite, we create award-winning software that allows HR managers like yourself to better onboard, track, and reward their employees with our innovative suite of HR tools.

Our product is consistently rated as a top performer on both Capterra[LINK] and G2[LINK] and we've served thousands of happy customers over the past five years. You can read a few in-depth customer stories here:

[LINK TO CASE STUDIES PAGE]

Would you be interested in scheduling a 15-minute call this week to learn more about how our software can help?

Thanks,
[YOUR NAME]

5 Email Messaging Differences Between a Savvy Salesperson and a Serial Spammer

BY JACK VIRAG

When your sales emails are focused only on what you want, you're not selling—you're spamming.

That's a problem, because once a potential buyer identifies you as a spammer, any chance you had of building a fruitful sales relationship has scattered to the wind.

Ideally, you want to **present yourself in sales emails as a trusted advisor** who has taken the time to understand your prospects' specific needs. That means communicating value in your messages, making contact at the right time, and doing enough legwork in advance to know who you're talking to.

Let's take a look at five sales email mistakes that only spammers make, and how you can improve your sales messaging to avoid putting the wrong foot forward.

1) A spammer's message doesn't feel like a conversation.

Sales emails should sound like a person talking to another person. As simple as that sounds, it can be hard to get right when you're emailing dozens of contacts a day.

When it comes to making your outreach efforts conversational, ask yourself what you would respond to. While typing subject lines in title case, and beginning your emails with OVER-EXCITED INTRODUCTIONS (!!!) may seem like a way to convey urgency, it actually might be why your messages are ending up in the trash.

Some simple personal touches to add the human element to your email copy may include:

- Using your contact's first name, rather than "Mr./Mrs./Ms. [last name]"
- Using contractions to create a more casual, familiar tone
- Referencing your prospect's company name, the city where they're located, and personal details like the college they attended
- Dropping the occasional emoji in your subject lines and the body of your email
- Limiting yourself to one exclamation point per message. (This is a hard-and-fast rule here at Nutshell.)

As writing coach Shelly Davies puts it, **"The absence of warmth doesn't equal neutral. It equals rude."** If you're sending an email with the goal of introducing yourself and scheduling a call, there's no need to phrase it like a subpoena. /End rant.

Side note: Being more human and relatable doesn't mean sacrificing punctuation, grammar, or otherwise violating the laws of literature. Nothing will kill your reputation faster than writing like an amateur, which is why it's wise to have a free spelling/grammar checking tool in your back pocket. (Though keep in mind that even robots make mistakes sometimes, so make sure that you look at everything with your human eyes before hitting "send.")

2) A spammer doesn't speak your language.

Now that you sound like a human being, the next step is to make your prospects feel like you're one of them.

Every industry or business type is a sub-culture, with its own slang, jargon, and memes. No matter which industry you're selling to, you should have a solid grasp on the words they use with each other. If you're selling to manufacturing companies, you'd better know your BOMs from your JITs. If you're selling in the transportation and shipping industries, you need to know that "truckload" is a specific term of measurement, and not just another way to say, "that thang is filled up, my dude."

Using these terms correctly (but tastefully) in your sales emails is an easy way to build credibility, so make sure to read industry-related blogs and books to get a handle on how your prospects actually communicate. You'll come off a lot better than spammy sellers who don't care enough to research their target industry's language, or even worse, overuse jargon to the point where it feels inauthentic.

3) A spammer knows their emails are annoying.
In sales, genuine confidence will propel you much farther than any gimmick. Confidence comes from being sure of the value that you're providing your prospect, and knowing your target customer so well that you can find the best solution for their needs.

Positioning yourself as an advocate for your client, rather than simply a vendor or supplier, will help you build trust with your buyers. But when you're not confident in what you're selling—or how you're selling—it will come through in your messaging.

Phrases like "just following up" and "sorry for bothering you" are common "tells" in sales emails that reveal a lack of confidence; you feel like an annoyance to the recipient because you're not sure how your presence is actually helping.

To quote Charlene "Ignites" DeCesare, **"When you deeply believe you can help someone who needs what you offer, you are never 'bugging' them."** So stop thinking about selling, and focus on serving your prospects. That way, you'll never have to apologize.

4) A spammer blasts their entire pipeline at once.
Timing is critical to a savvy salesperson. The content, frequency, and calls-to-action of your messaging should be determined by your prospects' positions in your sales pipeline. (This is especially true for cold emails, as your reputation with your recipients hasn't yet been established, and they're going to be looking for reasons to write you off.)

While a spammer fires off a boilerplate sales email to their entire list and hopes for the best, a savvy seller prepares fundamentally different messages depending on what each prospect needs at any given moment. For example:

- Repeat customers should hear "Welcome back!", not "It's great to meet you!"
- Brand new leads need educational materials and one-on-one consulting before you attempt to ask for the sale.
- If a buyer is interested in dropping their current accounting software in favor of yours, they don't need an ebook on the benefits of accounting software—they already know how it helps their business.

Aligning your sales messaging with the buyer's journey requires the right tools. A CRM with pipeline management features will allow you and your team to keep tabs on where every single prospect is in your pipeline, and you can use email marketing software to segment your contacts and automatically send them targeted messages.

5) A spammer goes in cold—ice cold.
One final tip for anyone who doesn't want to sound like a spambot: You'll always be more successful with your sales emails when you're not hitting up perfect strangers.

First of all, if you paid for a cold lead list, understand that it's practically useless. Recipients are far more likely to engage with your emails if you have a previously-established reputation with them. That means building a list from scratch by attracting potential buyers to your site with genuinely helpful content, and letting them opt-in naturally.

Assuming you've already done that, it's still not okay to aimlessly blast your master list. Instead, you should segment your list as specifically as possible, and send hyper-relevant messages to each segment. If someone is interested in your blog content, they might appreciate a personalized invitation to an upcoming webinar. If someone signed up for coupons or promotions, sending them email alerts with upcoming deals and sales is the way to go.

Getting the right messages to the right people is the best way to make sure your email efforts pay off. So take our advice, and stop bothering strangers. After all, **if you don't know who your contacts are, how can you possibly know what they need?**

The One Cold Email That Actually Gets Everything Right

BY CARA WOOD

Cold emails...gotta hate 'em, right?

Unsolicited sales emails can be so awful that I recently compiled a Hall of Shame for the worst cold emails I'd ever seen — emails so atrocious it's a miracle they're not on the blacklist yet.

Once I'd finished venting some anger, I decided to track down a unicorn: the **mythical Good Cold Email,** which actually inspires the recipient to take a positive action. As I had expected, this hunt proved difficult. Terrible cold emails and just-okay ones are incredibly common; finding a handful of good ones took some serious digging.

Before we get into our winners, though, let's review my criteria for what makes a good cold email: First and foremost, **a good cold email is thoughtful and well-researched.** There's no such thing as a good cold email to the wrong person at a company. Or to anybody at the wrong company.

A good cold email reflects the fact that the salesperson has researched the prospect's company enough to grasp the general business model and has at least popped onto the prospect's LinkedIn or Twitter profile. Personalized content shows that the salesperson is actually interested in helping the prospect improve their business, rather than just making a quick buck.

Often, **a good cold email isn't cold at all**—it's just the first sales interaction you have with a prospect, after one or more touches from marketing.

Effective cold emails also tend to follow these best practices:

- **The email should come from a specific salesperson, rather than a company.** Cold emails are all about making personal connections with prospects, and the first opportunity a salesperson has at forming that connection is in the "from" line.

- **The email needs a subject line that catches the eye.** Subject lines represent your best chance at convincing someone to even open your email, much less respond to it, so you have to give them careful thought. There are plenty of articles around the web on subject line techniques, so go check them out. However, at the very least, you want to **keep your subject line short, and include something that will grab the prospect's eye**, like their name or their company's name. (Emails with personalized subject lines are 26% more likely to be opened!)

- On the inside of the email, you should **include very short body copy—essentially your elevator pitch**. No one has time to read a novel. This copy should employ all that research you did, and mention why you are interested in working with this person in particular. At the end of the day, you should really believe that your service will help them and know exactly why it will. Being able to put that into words in a cold email will make you appear more trustworthy to your prospect.

- In addition to truly caring about your prospect's goals, you can **build trust with your prospect by naming any big clients you have that your prospect may know.** You could also mention having an impressive number of clients. Don't brag—just make it clear to your prospect that you and the company you're working for are legitimate.

- Be sure that you have a **clear CTA in your email.** Tell your prospect precisely what action you want them to take next, and make it as easy as possible for them to do so. You want them to fill out a form to book some time on your calendar? Give them a link directly to that form. (Or better yet, embed the form straight into your email.)

- Finally, keep in mind that part of having a clear CTA is having only one CTA. Don't ask someone to respond to you and fill out a form. Pick one. The upside of having only one CTA is that it will help you keep your email short and to the point as well.

So with that established, let's get into the good cold emails that I found. First, the three runners-up...

The Well-Researched Cold Email

I recently received this email, which impressed me with the level of research the salesperson put in. He clearly visited my LinkedIn profile—which unfortunately for him is not entirely up-to-date on my job, so he actually missed some key details, but that's not his fault—and perhaps even more importantly, he's done some digging into my company (a politically-minded nonprofit in DC).

I've blacked out the identifying details he included about my company, but suffice it to say, he shows a clear understanding of exactly what my nonprofit does, and he's one of the few salespeople to ever demonstrate that in an email to me.

However, this email isn't perfect. It lacks a clear CTA, for one thing. I'm unsure if he wants me to let him know if diversifying is a part of our mandate (how should I let him know?), or if he wants me to give him feedback. (What kind of feedback? Feedback on the quality of his email? Or on my interest in diversifying?) The last sentence represents a real area of opportunity.

On that same note, the subject line is fairly weak, likely because he doesn't entirely know what he wants me to do here. Lucky for him, I'm very interested in keeping my nonprofit's representation of the world diverse and will click on anything that might help me accomplish that goal.

Subject: diverse segments - [RECIPIENT'S COMPANY NAME] / [SENDER'S COMPANY NAME]

Hi Cara,

I'm reaching out to you specific to your role leading the Digital Marketing team at the [RECIPIENT'S COMPANY NAME]; I work with [SENDER'S COMPANY NAME] and we partner with nonprofits and trade associations helping them drive stronger connections with their stakeholders as they launch and deliver content in different languages and channels.

I understand that [RECIPIENT'S COMPANY NAME] is dedicated to the principles of [KEY VALUES OF RECIPIENT'S COMPANY]. I'm curious as to how you reach your domestic and global network, specifically your non-English speaking stakeholders. We partner often with Digital Marketing teams helping them communicate content in different languages and scale appropriately relative to growth.

If this is part of your mandate, please let me know. I appreciate any feedback you have to share.

Thanks!
[SENDER'S NAME]

The Email With the Super-Clear CTA

My colleague received this email shortly after attending the sender's session at a major marketing conference.

This email really excels at three things.

- First, **she's got a killer subject line.** It's short, and it's the perfect intro to her eventual CTA. There's also a somewhat intimate quality to it. That phrasing is frequently used between friends, and using it here helps establish a friendly connection right off the bat.
- Second, **she's got her elevator pitch down cold.** (Pun intended.) In three sentences, I know exactly who she is, what she does, and what she wants with me.
- Finally, **her CTA couldn't be clearer.** She's separated the CTA on to its own line and she's highlighted it. It's also linked so that I know exactly what to do next; I click that link and fill out her form. Wisely, she doesn't attempt to sell me yet or even request a phone call, which lowers the barrier to response. I could follow the CTA and still feel as though I'm remaining anonymous and not being pushed around.

Of course, this email isn't perfect either. It's pretty obvious that she's just blind-emailing a list she was given by the conference. The salesperson has absolutely no idea who my colleague is or what company she works for. I do tend to think, though, that the brevity, clear CTA, and lack of a hard sell overcome the insufficient research.

Subject: Quick favor

Hi [RECIPIENT'S NAME],

The most important part of my job as a content strategist is that I solve content problems that are brought to me by others.

And after the lively Q-and-A discussion that followed my [CONFERENCE NAME] session on creating a content style guide, **I want to be able to do the same thing for you.**

But I don't want to forge ahead creating new tools and trainings, assuming I know exactly what you need.

So, tell me: What content problems keep you up at night?

(I know your time is valuable; thank you in advance for empowering me to do better work for you.)

Cheers,
[SENDER'S NAME]

The Trustworthy Email

Another colleague of mine received this cold email that goes a long way in building trust.

This email does several things well, especially communicate trust signals. The subject line is not the most innovative, but it's strong. The very first sentence is a perfect elevator pitch, despite the incredibly misplaced comma.

The email becomes good in its next sentence. This salesperson has masterfully interwoven a more complex pitch for the product with the names of three behemoth companies. And not only does this salesperson signal his company's trustworthiness by dropping client names, he also has an award the company has won from another massive tech company neatly slotted into his signature.

The CTA isn't bad either, though it loses some of it's clarity in a desire to be polite. Also, there isn't much indication that the salesperson did any research on my colleague and his company.

And finally, what we all came here to see...

Subject: [SENDER'S COMPANY NAME] for [RECIPIENT'S COMPANY NAME]

Hi [RECIPIENT'S NAME],

I want to reach out about our software solution which automatically rotates, and randomizes passwords for your privileged accounts.

Our privileged identity and access management solution helps IT teams at organizations such as Sony, GEICO and Visa discover, manage, and secure passwords for their privileged accounts (Windows local and domain admin accounts, root accounts, service accounts, etc.) across multiple systems and platforms, without any business disruption. As you know, without access to these powerful accounts, attackers won't have access to your most sensitive data and valuable IT assets.

We have a few available slots remaining for a live WebEx demonstration of the software platform next week. Please let me know if you are interested in learning more and I can reserve a spot for you.

Thanks,
[SENDER'S NAME]

The #1 Best Cold Email Ever
In all my searching, I could only find one truly great cold email that hit all of my criteria. A Nutshell team member received this email from ProfitWell and we were all blown away by it.

First, it's got a solid subject line—short, to the point, and personalized. The body copy is short as well. In two sentences, it's clear why the salesperson is contacting the recipient and what exactly he wants her to do (i.e., watch the video).

Now, here's where things get innovative. This salesperson has created a personalized video for Nutshell rather than just writing a standard cold email. This video does SO many things that make it amazing. Let's go through them:

- **First, because it's a video, you feel like you're having a real conversation.** This forges a trust and connection between the prospect and salesperson that just can't be created in writing. The sales rep also makes sure to mention how many businesses his company currently helps, to really drive home the trust factors.
- Next, **the salesperson proves he's done his research and knows who Nutshell is.** He mentions why he's a fan of Nutshell as a company, even popping some flattery in there, and lets them know he knows they're the #1 CRM in the world for small businesses.
- **The video format allows him to easily break down exactly what it is his company does and what they can provide,** something that just

Subject: You and Nutshell deserve more from Recurly

Hey [RECIPIENT'S NAME],

We're excited to tell you about our integration with Recurly focusing on reducing your churn with ProfitWell Retain. To explain more, I made this video for you and the Nutshell team.

Take a look, and we're excited to get moving.

Patrick

wouldn't be easy to do in writing. The video formatting also allows him to include graphics (like this) showing how much money you will actually make using their product, which is compelling in a way that a written email can't match.

- **The video also includes a clear CTA at the end.** Now that he's sold you on how amazing this product is, you can just fill out a form right beneath the video to get an ROI analysis.

This double CTA set-up between the email and the video is a genius move. Psychologically speaking, it's easier to get a person to agree to a big ask if you get them to say yes to a small ask first. In this case, the sales rep wanted you to fill out the form the whole time. However, he knew that most recipients would find that too big of an ask from a cold email. So he got you to say yes to watching a video first, and then once you've committed and connected with him, you're completely primed and ready to fill out the form. Overall, if you're looking for a cold email to mimic, **this is the one.**

So, before you send your own cold email, ask yourself...

"Is it obvious that I researched my prospect and their company?"

Even if you know who you're contacting, you want to make it obvious that *they know that you know.* By including some relevant information, they'll really feel like your email is addressed to them and isn't just another solicitation. It should be apparent that you've done a thorough job researching them, and that you firmly believe your offer is a good fit for them.

PRO TIP: Your prospect research will help you figure out whether or not you're actually targeting the best possible person.

"Is my message concise, and is it easy for my prospect to respond?"

You don't want to send a lengthy message that describes your product from top to bottom. Trim your message so that your offer and relevant information are clearly-worded, and then add an easy CTA at the end.

"How do you currently solve problem x?" is *much* stronger than "Looking forward to hearing from you."

"Can I actually help them?"

There are so many reasons why an offer may not be a good fit for a company. If you don't completely believe that your offer will make your prospects' lives better, don't send that email! You'll be creating unnecessary work for yourself (or your teammates) by stuffing leads into the pipeline who are going to eventually disqualify. Save yourself the trouble.

"Do I have any social proof?"

Social proof can be a simple and relevant piece of information like a quote or logo from a customer or partner company. This endorsement will help your prospect realize that you're the real deal.

Scan your message for an opportunity to include a detail about a customer, particularly one that will resonate with your prospect, like a customer similar to them. Although social proof isn't always an option, it will go a long way with your prospect if done correctly.

PART 2:
Visibility Creates Opportunity

9 Reasons Your Emails Are Getting Caught in the Spam Filter (And What to Do About It)

BY ALYSSA GOULET

Taking the time to craft compelling, personalized sales emails for your prospects is a necessary step in driving new business. But how many of your contacts are actually seeing them?

The truth is that many sales emails end up getting caught in a spam filter. According to

Return Path's 2018 Deliverability Benchmark report, 6% of sales and marketing emails get blocked as spam globally—even when the recipient has given the sender express permission to contact them—and another 10% go undelivered for other, often avoidable reasons.

Sometimes, your prospects are the ones sending your emails to the spam folder. Other times, those emails get marked as spam before your customer or client ever sees them. The good news? Once you understand *why* your emails are getting sent to spam, you can fix the problem before it wreaks havoc on your sales and marketing campaigns.

We've rounded up nine email marketing experts to explain common email mistakes that you might be making, and what you can do to dodge the spam filter in the future.

1. Emailing too many people at once

Mass-emailing a high number of people at the same time often results in emails landing in the spam folder. According to Levi Olmstead, Manager of SEO and Community Outreach at G2, "Sending a huge bulk of emails can set off certain email triggers, especially if they're to contacts you've never emailed before, or if you're sending emails in bulk to the same email domain."

You can combat this by arranging your bulk emails to drip out periodically. Set up your email campaign to push out a handful of emails every 15 minutes instead of all at once.

2. Low open rates from past emails

Major email service providers like Gmail and Yahoo look at user engagement to determine if your messages should go to the inbox or spam. So, if your sales emails aren't getting opened, you're in for double trouble.

"If email service providers see that a very low percentage of your subscribers are engaging with your messages, that's going to tell them that people don't care about your content and don't want to read your messages," says Matt Paulson, founder of MarketBeat.

The fix? Do everything possible to encourage people to interact with your emails. As Paulson advises: "Use intriguing subject lines like 'strange question?' and 'bad news?' to compel people to open your messages to see what's inside. Also, use clear calls to action in your messages like 'Reply to this email and let me know if you are interested' or a link that says 'Click here to learn more' that encourages people to engage."

3. Including too many images

You may want to show off your new product or logo in your sales communications, but you need to be careful when it comes to the number of images you include in emails. Images aren't easily read by inbox providers (more on that below). For that reason, image-heavy emails are much more likely to get caught by a spam filter.

The way to work around this is by formatting images with ALT text and using a good text-to-image ratio.

"Using ALT text isn't just a best practice to avoid dreaded spam placement—it's also an important consideration for accessibility," says Caroline Gormley, Senior Marketing Specialist at Gartner Digital Markets. "Remember, above all else, the goal is to deliver helpful messages. Since images are still a vital part of marketing campaigns, it's important to optimize the ALT image text."

Gormley recommends starting with a 50/50 or 60/40 ratio between text and images and experimenting from there.

4. Not testing your formatting

So you've got that shiny new email ready to roll and it looks great in your inbox, but how does it look in other email programs and on other devices? The answer to that question could mean the difference between your email being delivered or ending up in spam. If email providers can't "read" your emails, your prospects will never see them.

Danny O'Brien, Digital Marketing Lecturer at Griffith College recommends "designing the email and then sending tests to your email plus a few others. Use various email providers like Gmail, Outlook, etc., as this will help you see what your recipients are seeing."

5. Letting your sender reputation slip

A sender reputation is a score that an Internet Service Provider (ISP) assigns to a domain that sends email; the higher your score, the more likely the ISP will deliver your emails to the recipients on their network.

Having a good sender reputation comes down to your marketing habits and the quality of your lists. If you aren't keeping an eye on your email deliverability and the way your recipients are interacting with your emails—or not interacting with them—you can quickly tank your reputation and sabotage all your sales efforts.

So, what can you do? LoriBeth Blair, Email Deliverability Consultant at Platonic Ideal has a few ideas:

"Ensure that addresses with @gnail.com or @gamil.com are suppressed as well as addresses for temporary inboxes such as @mailinator.com. This should be done in real time at the point of collection with Regex and some JavaScript if the email addresses are being collected via a web form or an offline application. Otherwise, you will want to validate the addresses at the point of entry to your CRM and reject any that do not meet the formatting requirements."

Removing email addresses that are undeliverable either due to hard bounces or soft bounces is another good way to maintain your sender reputation. You should also pay attention to which email addresses are engaging with your messages and which ones aren't. People that aren't engaging are more likely to report your emails, which drags your reputation down and will impact your ability to reach new inboxes.

Speaking of which...

6. Not scrubbing your list

One dead or unresponsive email address isn't going to be the end of your business, but a lot of them can certainly have an impact. Even if you're keeping an eye on your sender reputation and it's looking good, you still need to scrub your lists. **The reality is that the emails you collect won't be good forever.** That .edu email you collected ten years ago? We're willing to wager that person doesn't even have access to it anymore.

Marc Goldman, CEO at KLEAN13, recommends scrubbing lists to all his consulting clients. “Major email service providers agree that over the course of a year, 25% of your list will go bad, and that’s at a minimum,” says Goldman. “All email lists are full of poisons such as spam traps, dormant accounts, and bots.”

The moral of the story? Clean your lists! Ideally, you should do this once a month to keep your lists in tip-top shape, and you should definitely unsubscribe anyone who hasn’t opened an email from you in the last 12 months.

7. Using spam trigger words

Did you know that something as simple as your word choice can get your emails marked as spam? Even if you have a really good offer for your prospects, be careful about the language you use. “If you are promising something **cheap, 100% free, with instant access, as an incredible deal,** or other verbiage spammers love, your beloved email will be tagged as spam,” warns sales trainer and marketing expert Scott Channell.

The solution? Be original. “There’s no excuse for falling into an obvious spam pothole,” Channell says. “There are plenty of online resources listing trigger words to avoid. Don’t make it easy for them to flag you as a spammer. I use thesaurus.com all the time to come up with synonyms and get ideas.”

8. Not including an unsubscribe link

We’ve already covered why sending emails to people who don’t opt in is a problem. However, it can also be tempting to hang on to every subscriber and make it difficult for them to leave your list. This is a bad idea. Not giving people the option to unsubscribe is a one-way ticket to the spam filter.

Jenna Moye, Marketing Manager at Inbox Pros recommends that sellers “only send emails to recipients who have mutually agreed to receive communication. Also, give them an option to cancel that communication at any given time by including a visible and accessible unsubscribe link.”

Another note on this: Make sure that you honor unsubscribe requests in a timely manner. If you give people the option to unsubscribe, they expect it to be done quickly, so pull them off your list before they get targeted with another unwelcome email.

9. Buying or renting email lists

Building an email list organically can be a challenging, time-intensive process. So, some marketers choose to purchase or rent an email list and blast their product or service out to hundreds of people in a few clicks. Sounds too good to be true, right? That’s because it is. It’s just not cool to buy someone’s personal information and bombard them with a sales pitch.

“The magic of email marketing lies in the fact that this person *wants* to hear from you,” explains digital strategist Dara Denney. “We don’t get that choice on Facebook or Google Ads. Buying an email list robs people of that choice. It’s better to email 10 people who want to hear from you and are interested in your product than tons of people who haven’t gone through that education process before.”

Instead of buying a list, create free resources that will incentivize people to sign up for your list. This way, you can build credibility and sell more effectively.

How Many Sales Emails Should You Send Before Giving Up?

BY CODY SLINGERLAND

Following up with buyers is a crucial part of any salesperson's job.

Rarely will a new prospect get back to you after your first cold email, and even your best clients often need multiple touches to draw them back into a sales conversation. Both situations take time and persistence.

Buyers want to know that you care about them and their needs, and following up is a way to show that you care.

But how many emails should you send before you call it quits? At some point, following up too much will annoy your prospects and customers, and it will be a waste of time that you could have otherwise spent on buyers who are actually interested in your product or service.

To uncover the perfect number of follow-up emails to send, we've compiled the available research and reached out to a few sales experts to help us solve this riddle.

What Do the Stats Say?

Everyone has their own opinion on how many emails to send, but let's look at some data first.

On the importance of email communication (and how difficult it can be to break through the noise):

- Email marketing generates an ROI of $44 for every dollar spent. (source)
- 80% of buyers prefer to be contacted over email. (source)
- However, at any given time, only 3% of your market is actively buying; 56% are not ready, while 40% are poised to begin. (source)
- The average person deletes 48% of the emails they receive every day. (source)
- Only 24% of sales emails are opened. (source)

On email follow-up:

- 44% of salespeople give up after only one follow up. (source)
- Additionally, 92% of salespeople give up after four "no"s, but 80% of prospects say "no" four times before they say "yes." (source)
- In high-growth organizations, sales teams make an average of 16 touches per prospect, within a 2–4 week span. (source)
- In one study by Woodpecker.co, campaigns with 4–7 emails per sequence received 3X more responses than campaigns with only 1-3 emails in the sequence. (source)

From looking at this data, it's clear that following up is important and many of us don't seem to make it enough of a priority or we give up too soon.

However, data and stats can only tell us so much. We asked 10 sales professionals about their follow-up strategy and how many emails they send before giving up. Here's what they had to say:

Stephen Hart
CEO & Founder at Cardswitcher

"If you're cold-emailing, ***an average of three sales emails sent over the course of a couple of weeks*** *is usually enough to get a good idea whether a prospect is ever going to be interested in what you're offering. Any more than that and you'll probably just be wasting your time.*

"My strategy is to send an initial sales email that's concise, relevant, and makes it easy for the customer to get in contact with me if they're interested. If I don't receive a response within seven days, I'll send a follow-up email, and if I don't receive a reply to that one, I'll send another one.

"If you net a customer who's interested, the total amount of emails you'll send before closing the deal will obviously vary. Usually, expect around 5 to 15 though—especially if a lot of questions are asked."

Andrew-Marcel Tit
Customer Success & Product Marketing at Paymo

"Since Paymo is an intuitive, self-service product that can be set up in a couple of minutes (as opposed to an enterprise platform), we deal with a high volume of accounts.

"Throughout our 15-day free trial, we first nurture our users with a set of activation campaigns (five to six emails) depending on the actions they take in the app. Once they perform a certain number of actions, they get into the next phase: an automated sales campaign (three to four emails). ***If somebody replies in any of these campaigns, we pull them out and talk 1:1.***

"I usually send up to three to four direct emails, so I don't spam someone who already went through our campaigns. It might look like a small number, but we value our client's privacy and let the product speak for itself."

Mike Carroll
Head of Growth at Nutshell

"Our customer lifecycle can be as short as a week and as long as a year. The frequency and consistency of our email communications are dictated by the position of a prospect in our funnel, and the intensity of that cadence increases in tandem with a prospect's interest.

"The best part about email is that it never has to give up. *And if your sales and marketing teams are working together then it's not a question of how many emails to send, but which email to send at what time.*

"The whole point of email communication for any sales and/or marketing team—at Nutshell we call it our Growth Team—is to build a story of value. If you provide value with each communication then each of those emails is an opportunity to convert.

"Today's buyers can't really be forced into making a decision, they've become much smarter than that. What you can do as a sales team is simply be there, demonstrating the value of what you're selling at every step of the way."

Shawn Breyer
Owner of Breyer Home Buyers

"Since we buy houses from homeowners, we have a low volume business. We get three leads per day from our websites, and we call each lead and meet with most of them in person. Our focus is to build a good relationship with homeowners. This allows us to understand their problems and solve them better.

"Most of the time we get a 'no' when we provide an offer to the homeowner. This initiates the follow-up process.

"A 'no' means that the seller is not ready to sell at this moment. Any property that causes enough pain will get sold by some means. For this reason, ***we don't stop following up until they sell the property or they tell us to stop contacting them.***

"We bought a house from homeowners who were in our follow-up email campaign for 19 months one time. We send an email every three days in our follow-up campaign. These are content articles, videos, and follow up questions."

Josh Slone
Content Marketing Manager at LeadFuze

"In the initial sequence of cold outreach, we like to send four to five emails. (The outreach can also include reaching out via LinkedIn, phone, and physical mail, but not always.)

"But leads who don't answer aren't always gone forever. After a period of time (like three to six months), we may try cold outreach again. You never know when a potential client begins thinking about changing solutions. Sending another sequence round could catch someone in the right place at what is now the right time.

***"We recommend always sending at least four emails in one outreach sequence.** Sometimes people open every email, waiting for something to entice them. Email one may not do it, but emails two-to-four may. In fact, in the last email, we always use some form of 'break up.' Basically, we say something like, 'Looks like you're satisfied with your current solution. If you're ever looking for something else, let me know!' We get a lot of responses from our break up emails.*

"Another thing we do to shorten the sales cycle is to include a meeting link in our emails. A meeting scheduler link is either in our signature or a call-to-action within the email. It's usually subtle, so as to not scare off more timid prospects, but it's there for those who are ready to talk."

Jeff Kear
Co-Founder / Head of Sales & Marketing at Planning Pod

*"Our sales reps send **at least six emails per lead before giving up,** with the average being seven to eight emails sent before we close the file on the lead. In addition, we also call those leads twice on the phone, as some prospects would rather talk with a live person than engage in back-and-forth emails.*

"On average, it takes three to four emails to hear back from a lead, whether they are interested or not, and it takes about six emails and three phone calls to close an interested prospect."

16 cold email templates that sales experts swear by

Want to take your cold email game to the next level? Learn the crazy-effective email tactics that B2B sales pros use to hook their customers.

TAKE ME THERE

Sophie Miles
CEO & Co-Founder of elMejorTrato.com.pe

"First of all, it's necessary to see who opens your emails, so you should use an email tracking tool like YAMM that lets you know who's opening and clicking.

"If someone doesn't open our first eight emails (one per week) we just delete them from our database. *On the other hand, if someone opens our emails, even if they do not respond, it's a good idea to keep them in your database.*

"We have also tried calling our contacts after they have opened or clicked our emails and it has given us excellent results."

Andrew Syrett
Head of Sales at YourParkingSpace

"Every sale is different, so it's impossible to say that 'x' amount of calls or emails will translate into a deal. **The volume of emails very much depends on how far along in the process the lead is,** *and how strong that lead is in the first place.*

"To a large extent it comes down to the discretion of the sales rep, but typically, a hook email will have a conversion rate of one in five, warranting follow up emails to the four recipients that you didn't hear back from. Again, strength of the lead and benefits of the deal can affect this."

Steven Lu
Co-Founder & CEO at Interseller

"We cut out after three emails usually (four at max). We see Interseller clients do five, but we basically see no replies past the fifth email.

"It generally takes us only two emails on average to get a 12% reply rate. *Three gets us about 15-16% replies."*

Ruben Gamez
Founder of BidSketch

"We follow up a maximum of four times before dropping the lead.

"Generally, if we do hear back, about 50% of those responses are on the first email, and 50% when following up. ***From start to finish, it takes us about seven emails (with responses plus reminders) to get to a demo,*** *and we close 75% of demos."*

So How Many Sales Emails Should You Send?

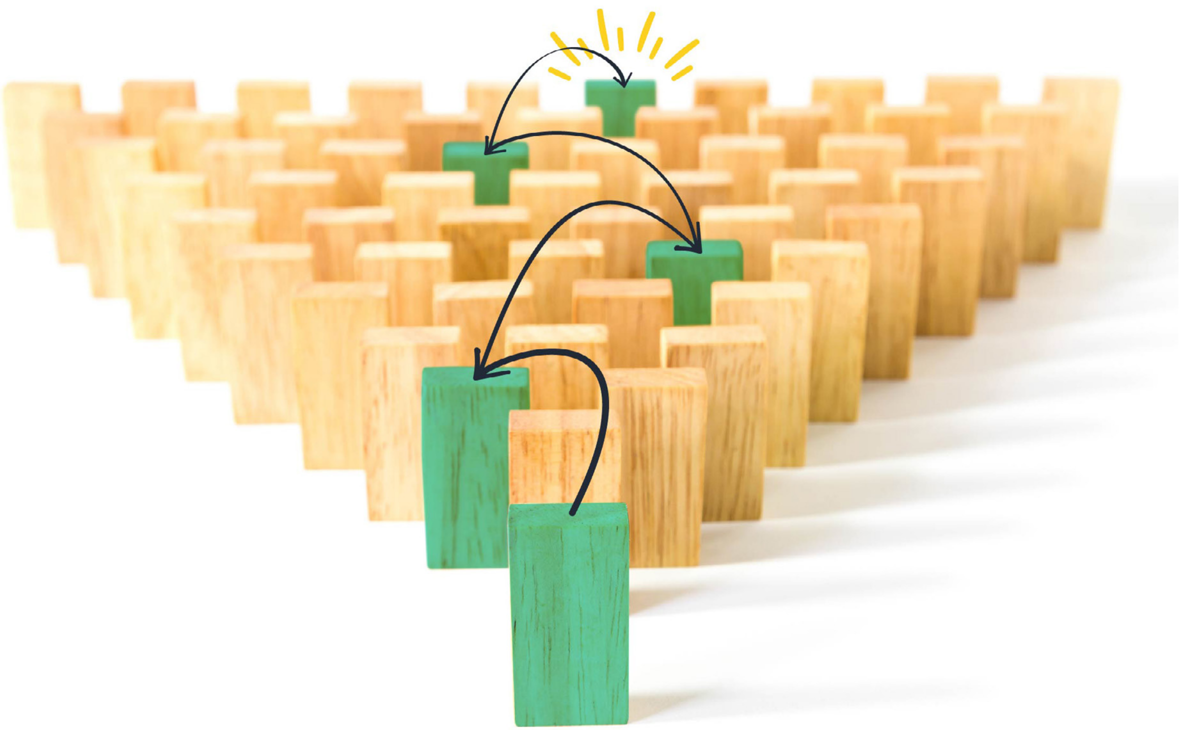
According to the data, **five emails appears to be the magic number.** The feedback from the sales professionals quoted in this article seems to back this up, with many citing three to five as the number of follow up emails they send.

However, **some stated that they *never* give up,** and will continue to follow-up until the prospect specifically tells them they're not interested or asks them to stop emailing.

Ultimately, the magic number for your business will depend on your specific product or service, the life cycle of your customer, and how interested potential buyers may be. In any case, crafting a follow-up email sequence and continuing to test your strategy will be the key to closing more deals.

PART 3:
Steal These Templates!

How to Write a Killer Follow-up Email Sequence That Draws Replies



BY FORSTER PERELSZTEJN

I'm not going to tell you that 48% of salespeople never follow up because that statistic is fake.

What I'm going to tell you, however, is that I receive enough cold emails to know that most of them aren't followed up on. Is following up always worth it, though? Based on the existing data, **70% of responses are generated by the 2nd to 4th email of the sequence,** so without a doubt I'd say yes.

While there's no "one size fits all" model to writing a cold email sequence, there are a few rules you can rely on to get things moving.

The minimum sequence

This is the AK-47 of follow-up email sequences. Easy to set up, efficient in most cases, and scalable.

Every sales email sequence should include at least these three steps:

1) An opening cold email
Without rehashing the details about how to write a good cold email, just remember to keep it **short** and include the following elements:

- **Grab the attention**
- Lay out **why** you're reaching out to them
- State **what's in it for them**
- Explain why they should **trust** you
- Use a **single, clear call to action**

Keep a conversational tone, personalize your content, add value (more on that later), and clearly express what you want.

Also, it's always good to **warm up** a cold email recipient with a personalized LinkedIn contact request.

2) A gentle but firm reminder (2-3 days after the initial email)
Emails tend to be overlooked; your prospect might be busy, not in a good mood to answer, or simply out of office for a few days. You'd be amazed at the power of a simple reminder.

Don't repeat yourself, though. Follow up in the same thread and simply **ask** if they saw your previous email, if they got a chance to think about your offer, etc.

3) A break-up email (4-5 days after the previous email)
I'm about to let you in on a secret.

Seriously, this is the formula for a break-up email that gets a response.

You know how no one wants to **miss out,** and most people want to **help.** And also how some people simply need a **second reminder?**

There's a single sentence that encapsulates all that. Here it is:

"What could have changed your mind?"

Try to use that as your subject line (or as part of your subject line) and ask in your body text if they can point you to a couple things that might have swayed their decision.

Why is it so powerful? It makes the reader think about your offer and the reasons they wouldn't give you an answer. And suddenly, when they type those reasons out, they don't seem so compelling anymore.

The business sequence

Depending on the importance of the decision, the size of the account, and the reputation of the company, some follow-up sequences may require more than a few emails and demand more persuasion.

This follow-up sales email sequence involves more work but also drives much more value. (It actually helped my company recruit our first 175 customers.)

The sequence runs over a two-week period and looks something like this:

- Opening cold email
- Gentle but firm reminder (2-3 days after the initial email)
- Value bringer #1 (3-4 days after the previous email)
- Value bringer #2 (3-4 days after the previous email)
- Break-up email (4-5 days after the previous email)

Now, the question is…

…how do you bring undeniable value to cold emails?

There are five main ways to make your emails incredibly valuable and help your prospect take an action that will move the sales process forward.

1. Case studies
Case studies are powerful because they show how one of your customers solved a specific problem successfully and with measurable results. Neil Patel, co-founder of KISSmetrics and Crazy Egg, managed to increase his sales by 70% by including case studies in his emails!

They allow you to **grab the attention, demonstrate value, show differentiation, and mitigate the risks.**

2. Success stories
Success stories are about summarizing the successful experience of a customer with your company, just enough to pique interest. (As opposed to case studies, which focus on the methods implemented to make that experience successful.)

Objections are stories; they're a projection of what might go wrong or might not work. As Shawn Callahan puts it: *"You can't beat a story with fact, you can only beat it with a better story."*

If you can anticipate the reasons for your prospect's reluctance, bring them stories that deal with those reasons. Keep in mind that facts alone aren't generally enough when handling objections.

3. Testimonials
This time, you're not the one telling the story—your satisfied customer is. And that can have a tremendous impact.

According to Groove, testimonials placed on their homepage, landing pages, and email marketing have helped increase conversions by 15%.

They allow you to **build trust, sell without selling, and overcome skepticism.**

4. Referrals
According to Joanne Black, referrals can help close new customers/clients at least 50% of the time! That means more new business with fewer leads.

The best referrals start with an introduction by someone your prospect knows, trusts, and respects.

Referrals allow you to **bypass the gatekeeper, get you ahead of the competition, earn trust and credibility,** and maybe win an introduction from them to another prospect.

5. Relevant content
If you don't have any customer data to share—or none that would be relevant to your prospect—you can still offer value by including a piece of valuable content.

It's easy and it provides you with an opportunity to prove you took the time to understand a prospect's challenge and find something that could help them solve it without necessarily including your product in the process.

Longer cycles

Whereas small transactions may lead to fast decisions, big or complex transactions may require you to establish extra credibility or be more persistent in order for your prospect to wrap their head around the idea of responding to your messages.

Keep in mind that these longer sales email sequences must be integrated in **multi-channel approaches** that will allow you to build a more meaningful relationship.

You can't be an expert in all outreach methods but you also can't stick to only one way of reaching out. Sales is about creating relationships and the more natural you are about it, the more successful you'll be in winning new clients.

Phill Keene at Costello uses what he calls the "Crazy Ex Sequence" which employs six different contact methods over the course of a month before going into a nurturing phase. It might seem aggressive, but hey, it works.

No matter who you're targeting, your overall strategy should be the same: Find out as much as possible about your prospect, know what you're expecting from them, and tailor a follow-up email sequence based on that!

7 Welcome Email Templates for Nurturing New Customers

BY CODY SLINGERLAND

When a prospect makes the decision to become your customer, you want to roll out the red carpet for them.

That's just as true for a website visitor who subscribes to your newsletter or other marketing content. In both cases, a person has made a commitment to your company based on what you've shown them so far, and you have a wonderful opportunity to capitalize on that positive sentiment.

Considering that welcome emails boast four times the open rate and five times the click-through rate of a standard email, it's important to ensure that your content is on its A-game. After all, your welcome email sets the foundation of your branding and helps to establish the connection you have with your customers or potential customers.

So, what exactly is a welcome email? It's not necessarily your "first impression" with a buyer, since the recipient has already engaged with your sales team or marketing content. More accurately, **a welcome email is the first communication that you send when a buyer reaches a new stage in your relationship.**

Only 57.7% of brands send a welcome email to new subscribers, yet on average, welcome emails generate up to 320% more revenue than other promotional emails. (Source)

With a customer-focused, value-packed welcome email, you can stand out in a cluttered inbox, ensuring a meaningful connection and not instant deletion. Check out these seven welcome email templates that can be used to nurture your new customers:

1. The Welcome Email That Comes From an Actual Human Being

Brands that present their promotional emails as coming from a real person on their team (such as the company's founder or CEO) experience 27% higher unique click rates. **Personalized welcome emails create the feeling of a one-on-one purchasing experience,** increasing trust and loyalty.

74% of marketers state that personalized emails increase customer engagement rates, and they deliver six times higher transactional rates as well.

A personalized welcome email is a perfect opportunity to ask customers for their feedback or preferences, helping you to tailor and segment future emails.

> Hey [name],
>
> I'm [name], the founder of [company name] and I'd like to personally thank you for signing up to our service.
>
> We established [company name] in order to [mission/values of company].
>
> I'd love to hear what you think of [product] and if there is anything we can improve. If you have any questions, please reply to this email. I'm always happy to help!
>
> [name]

The above template is best used soon after a customer makes their first purchase, preferably after a purchase confirmation email has been sent. By establishing a warm, personal tone, this email helps you to spark an initial interaction with your customer.

Real-life example: This personalized welcome email from Modalyst details why the company was formed, and was "written" by CEO Jill Sherman.

2. The "Welcome to Your Trial" Email

The free trial welcome email is sent to potential buyers who have signed up for a free trial of your product or service. (See also: product qualified leads.) This email is normally followed by a series of emails encouraging the user to sign up for a paid plan.

> Hi [name],
>
> Welcome to [product/service name]. Your free trial starts today.
>
> What happens next?
>
> Keep an eye on your inbox as we'll be sending you the best tips for [product/service].
>
> Want to get more out of [product/service name]? Choose a plan below...
>
> [paid plan link]

A free trial welcome email can include links to product or service training or more information about your brand. Keep these suggestions simple; **users don't want to feel too overwhelmed by your first email.** You can send further product/service information in future emails, in addition to stating the benefits of signing up for a paid version of your product.

Real-life example: Check out this free trial welcome email from Shopify.

3. The Product-Focused Welcome Email

The product introduction welcome email provides value by showcasing your product or service in a format that is easy for your customer to digest. Using a video or webinar to introduce your product allows your customer to feel like they're gaining one-on-one support without the time or expense of actual one-on-one guidance.

> Hi [name],
>
> Welcome to [product or brand name]. We're thrilled to see you here!
>
> We're confident that [product/service] will help you [summary of key benefit or benefits of product/service].
>
> Get to know us in our [title] video. You'll be guided through [name of service/product] by our [name of employee and what they do] to ensure you get the very best out of our service.
>
> You can also find more of our guides here to learn more about [product/service name].
>
> Take care!

Real-world example: This example from HubSpot allows customers to sign up for a free webinar, in addition to offering them alternative resources which they can use at their own pace.

4. The Free Gift Welcome Email

Special offers and discounts are highly effective in encouraging sales, especially if your user has just signed up for a free trial. You could offer a simple discount code or a free product to provide immediate value to your customers. **Giving your customers an unexpected "gift" always helps to generate loyalty.**

> Hi [name],
>
> Thanks for signing up to [product name]!
>
> As a special thank you, we're giving you 15% off when you sign up for a paid plan.
>
> Simply use the coupon below at the checkout.
>
> [Discount code]

While discounts are used often in B2C welcome emails, they can work for B2B, especially if you wish to provide a special offer or welcome package.

Real-world example: Your gift doesn't have to be a tangible item like money or a free product. OptinMonster gives subscribers a special offer in the form of exclusive content, adding value and establishing themselves as an authority figure within their market. Check out their welcome email here.

5. The "Thanks for Subscribing" Welcome Email

This welcome email is for website visitors who complete a form to receive a content resource or subscribe to your newsletter. Offering content downloads is a very effective strategy for building your subscriber list, but you'll need to nurture your new contacts early and often if you want to put them on a buying path.

Though "thanks for subscribing" emails can be kept very simple, you should still use this opportunity to introduce your other products or your business as a way of **weeding out those who may be only interested in your download.**

Hi [name],

Thanks for signing up for [newsletter name]!

As promised, here is the link for your free [name of free offering].

[Link/call to action]

If you'd like more helpful tips on [subject], visit our blog and our resource pages: [link] Or, visit [website page] if you were interested in learning more about [product type you offer].

Reply to this email if you have any questions. I'm here to help!

best,
[name]

Real-world example: This email from Really B2B goes one step further by offering a phone number to discuss the topic related to the download—a great opportunity to turn a subscriber into a customer.

6. The Reminder Email

If you work for a software company (a sneaky powerful CRM platform, for example), you can often tell how excited a new customer is by tracking how long it takes them to start using your product after purchasing it.

If they're setting things up in the system right away, you can assume that they feel good about their purchase and are motivated to get value out of it. But if they're not touching it at all, there could be a problem.

The reminder email isn't *exactly* a welcome email, but it's an important follow-up to make if your initial welcome email didn't inspire any action. This email is a good place to re-share the login URL, include information on how to use the product, and offer training resources to new users.

Hi [name],

We can't wait for you to start using [product] and seeing results in your business.

Simply go here [link to login page] to get started, or visit our Help Center [link] to learn more about how to use [product].

As always, our support team can be reached at [email address] if you ever get stuck.

Have a great day!

[name]

Real-world example: This email from Google Primer gives the recipient a gentle nudge, and includes social proof in the form of a user review, demonstrating the benefits of using the service.

7. The Onboarding Welcome Email

The onboarding welcome email is the first message in a series intended to steer customers in the right direction after a purchase, helping to engage and nurture them. You can ask questions to help segment your customers for future emails and give them a heads-up that you'll be sending them future content.

> Hi [name],
>
> Thanks for joining us at [name of company].
>
> We built [product] as [story behind it].
>
> We'd love to know why you signed up for [product]. Your feedback helps us to make sure that we're delivering exactly what customers want. Just hit reply and let me know.
>
> Over the next few weeks, we'll be sending you a few more emails to help you gain maximum value from [product]. We'll share our favorite tips and provide some exciting behind-the-scenes information.
>
> Thanks!

Real-world example: This welcome email from Sleeknote asks users for their preferences, aiding segmentation.

Using segmentation enabled Sleeknote to send relevant content to their users, increasing open rates by over 1,213% and converting more subscribers into customers.

Nurturing customers via email is essential if you want to make a good impression. Remember, **the aim of your welcome emails should be to focus on your customer,** whether you're providing more information on how to use your product or sending free content. Think about how your initial welcome email will create a stronger connection with your new customer and look for ways to give them added value whenever possible.

8 Winback Email Templates to Help You Recover Lost Leads

BY JACOB THOMAS

It happens to the best of us.

A red hot lead gets in contact with you. They're extremely excited, viewing every page on your company's website, asking informed questions, and taking full advantage of your free trial.

But then, right when you think you're about to close the sale, nothing. Radio silence. And no matter what you do, you're unable to re-establish contact.

As a salesperson, lost leads are just part of the job description—but that doesn't mean you need to be happy about it. To close out Nutshell's Guide to [Writing MUCH Better] Sales Emails, we'll share eight winback email templates that have been proven to re-engage lost leads and drum up new business.

Sound interesting? Then keep reading! And feel free to adopt, modify, and experiment with the scripts in your own sales efforts.

Related: Charlene "Ignites" DeCesare on what to do when sales prospects go into a "black hole" [VIDEO]

1. The No Pressure Approach

This template comes to us from Sherry Holub, the creative director at a digital design and marketing agency in Southern Oregon called JVM Design. This script is all about relating to the lost lead. It's written in a very conversational tone and makes it easy for the recipient to respond because no pressure is placed on them. **Think of it as a "soft reminder."**

We suggest sending this template to leads who originally reached out to your company with an interest in your products and/or services, but never progressed to a conversation with your sales team. In many cases, these leads just need a gentle reminder that you exist.

Hi [Name],

If you're anything like me, you get busy and then elect to put some things on the back-burner.

Back around [date], you reached out to us about [purpose of original email] for [company name]. I haven't heard back from you, so I'm guessing you're busy doing your thing.

We're not going anywhere, so we'll be here if you need us and if anything with the project has changed, I'm happy to hop on the phone with you to discuss the new details. We could easily help you move this to the front burner and help you [problem to be solved].

[Your preferred closing statement]

Your Name, etc.

Links to schedule call (optional)

2. The Objection Identifier

Sometimes the best approach to take is a blunt, straightforward one. This is especially true if you sell in the B2B realm. Your buyers don't typically have any time for nonsense. This template, sent to us by Stacy Caprio, the founder of Accelerated Growth Marketing, addresses objections the recipient may have, and offers a way to solve them.

This template is great for B2B customers or high-level decision makers such as C-suite executives. These folks are typically very busy and a straightforward email like this will likely work best.

Hi [Name],

I have tried reaching out a few times—although unsuccessfully—about [reason for reaching out]. I haven't heard back which means one of a few things:

1. You're not the right person at [X Company] to talk about such things.
2. You just haven't been able to find the time to respond, but have been meaning to.
3. You already have too many [solution you're offering] and just can't fathom another one.
4. You have taken a bunch of meetings in the past full of empty promises and overpriced solutions.
5. This just isn't an active initiative for you and you'd prefer that I reach out in a few months.

I'd consider it a personal favor if you'd so kindly let me know which of the above is true, or if there's something else that I neglected to mention.

By the way, if it's 2, 3, or 4, we should absolutely try to find a time to catch up.

– Your Name

3. The 'Y/N?' Email

Marc Afzal is a real estate investor. As such, he's constantly speaking with folks about selling their homes. When a potential lead doesn't email him back, he uses the template at right.

As you can tell, this script is very considerate of the recipient. It goes out of its way to ensure that replying is as simple as possible. Marc doesn't even ask potential leads to fully write out the words "yes" or "no," only to respond with a single letter.

This script also makes it clear that the sender isn't interested in bothering the recipient. **If they aren't interested, he'll stop contacting them.**

Hi [name],

I know it can be frustrating finding the best solution to selling your home, so I am always straightforward with clients like yourself who have inquired about selling their property but have not moved forward.

Have you given up on selling your home?

You can simply reply with Y for "Yes" and N for "No" to make it simple, I know you are probably very busy and I do not want to continue to email you if these emails no longer pertain to you.

Thank you in advance for your response.

[your salutation]

4. The Content Offer Approach

When it comes to reconnecting with lost leads, you can't ever go wrong with value. That's the approach this next winback email template takes, which was submitted to us by Bernard May, the CEO of National Positions.

This template follows this five step format:

1. Greeting
2. Pose a question
3. Provide a solution to the question (a link to a pdf, case study, etc.)
4. Give them a preview of what the content will provide them
5. Close with an offer to connect with any questions

So a practical example would look something like this example.

This template has a high probability of success because it doesn't try to sell anything. Rather, it reels lost leads back in with the promise of something valuable like access to content the recipient will enjoy consuming.

But of course, if the recipient is interested in making a purchase, the template is sure to invite them to get back in touch.

Hi Steve,

Did you know that most commuters waste over $1000 every year sitting in traffic? Isn't that crazy?!

Going electric goes beyond saving the environment—it can also have a huge impact on your wallet.

We have put together a practical guide to switching to electric bikes in our latest blog post How You Can Get Healthy & Save $1000 a Year.

This is just a taste of what you will learn:

– How to pick the best electric bike for you

– Tax breaks you get with an electric bike

– The average time savings an electric bike will give you

It is only about a 6-minute read and answers some of the most common questions we are asked every day here at [INSERT COMPANY NAME]. If I can answer any additional questions, please feel free to let me know.

Stay safe in the bike lane!

5. The Short and Sweet Approach

Here's another winback email template that's geared towards busy leads. This one, though, is incredibly short and sweet. According to Evan Donahue, the sales and recruiting manager for JMJ Phillip, lost prospects may appreciate the brevity and will be more likely to respond because of it.

This template leaves a lot of room for customization. For example, if a lead contacted your company because she was interested in purchasing 10 lawnmowers for her landscaping business, you could reply with the following text:

*We spoke about the **10 ride-on lawnmowers** you were interested in **last summer.** I'm following up to see if you were ever able to **find the mowers you were looking for.** Are there any updates on this?*

But if a lead contacted your company because they were having trouble hiring the right employees, this template still works perfectly:

*We spoke about **your company's struggle to find quality employees** a few months ago. I'm following up to see if you were ever able to **pinpoint and hire the right talent.** Are there any updates on this?*

Dear [name],

We spoke about the [project/problem/solution] [time of last contact]. I'm following up to see if you were ever able to [accomplish project/problem/solution]. Are there any updates on this?

Best regards,

[your name]

6. The 'Need More Time?' Email

These next two emails came from the Growth team here at Nutshell. Their winback email strategy is to send a series of five automated emails after a prospect's free trial expires, with each email focusing on a common reason that a lead floats away. Once a lost lead replies to an email, they are taken out of the email series and Nutshell's sales team contacts them personally.

The first email in the Nutshell winback series speaks to a very common scenario for SaaS companies: The prospect simply ran out of time in their trial before they had a chance to fully explore the product. So, five days after their trial expires, the lead receives the email shown here.

As Nutshell's former Head of Growth Mike Carroll explains, "We already have a value and content based email marketing program designed to delight customers, engage trial users, and re-engage our growing cohort of aged leads. It always worked well, but wasn't creating the urgency or re-en-gagement results we really wanted out of a 'win-back' email program.

"However, capitalizing on our prospects' intent to try Nutshell and offer-ing them more time to continue exploring in a systematic way has been super successful. With open rates above 30 percent and click to open rates above 10, **this focused winback series consistently re-engages anywhere from 5-20 leads per week.**

"It's too early to understand conversion or win rates for this audience, but we're pretty optimistic because we already know that extended trial users become customers at twice the rate when they extend their trial."

Subject: Re: Your Nutshell trial. Did you run out of time?

Hi friend,

Mike here, Head of Growth at Nutshell.

I know how it goes: You thought you'd have enough time to explore Nutshell during your free trial, but life got in the way, and those 14 days came and went.

If you ran out of time, don't sweat it. We'd be happy to extend your trial if now is a better time for you and your team to give us a look. Just reply to this email with "please extend my trial" to get our sales team's attention, or hit the button below.

[CTA BUTTON: "EXTEND MY TRIAL," leading to the prospect's billing page]

Even if you decided to go in a different direction in your CRM search, we'll still send you our latest sales resources every month so you can stay as sharp as our customers. And if your needs change down the road, just drop us a line—we'll be here when you're ready.

I hope to hear from you soon!

All the best,

7. The Warm Goodbye Email

If the prospect doesn't reply to Nutshell's first four winback emails, they'll receive a fifth and final message that's more about leaving a good last impression than answering their objections. The goal is to let the prospect know that Nutshell will be there for them if their needs change, and will continue to support their success through valuable sales content.

This goodbye email was written by Nutshell Content Marketing Manager Ben Goldstein, who says:

> "I wanted to make it clear to the recipient that we're going to stop bothering them now, but I also wanted to include some memorable details ('user-friendly, orange-colored CRM,' 'sneaky powerful') that might stick in their heads. You have to assume that the prospect is evaluating multiple solutions at the same time. They might not remember your product's name, but the language you use might help them remember how it made them feel."

Subject line: We won't take "no" for an answer!

...but we will take "leave me alone" for an answer. So if you've found a CRM solution that better fits your needs than Nutshell, just reply to this email with "leave me alone" and we'll stop contacting you.

Otherwise, we'll continue to send you our latest sales resources, tactical tips, and coaching advice, **because whether you're a Nutshell customer or not, we want you to be successful.**

And who knows...maybe one day, after seeing everything else the world has to offer, something will remind you of that easy to use, orange-colored CRM that you knew from way back when, and you'll decide to give Nutshell a second chance. You'll search for the phrase "sneaky powerful" in your email and you'll find yourself here once again.

There's the button right there, below this paragraph. All it takes is one click. Whether it's tomorrow or five years from now, it'll be there for you to restart your trial. And whenever that happens, we'll be glad to see you.

[CTA button that says "WELCOME BACK," leading to the prospect's billing page]

8. The Longtime Subscriber Approach

And finally, how do you reconnect with hot leads who never followed through and have been sitting on your company's email list for a long period of time? This template from Brett Downes at HQ SEO was specifically crafted for female subscribers in their 20s.

This template attempts to relate to the recipient and gives them the option to change their preferred email options. The hope is that this will reengage them and open them up to future sales opportunities.

But an unsubscribe is a win as well. **There's no point in having uninterested people on your company's email list.** They'll only serve to shrink your open and delivery rate and cost your organization more money, as most email providers charge by subscriber count. Better to set these folks free and focus on higher quality leads.

Hi [name]

We're not asking you to take us back, well not completely. We know we must have annoyed you with all the emails, bombarding you daily. We just thought relationships were all give, give, give. We can only imagine how much that can bug you—believe me we know—we've asked all our other subscribers.

We just don't feel you dig us anymore, and that's OK. We are too much—we get that. So here's your chance to say goodbye and we'll never darken your <mail service> doorstep again!

Click here to unsubscribe

But hey if you wanna stick around and give us another chance, that's awesome too—we can change—just change your email preferences below

[Embedded Email Options Checklist]

Email Frequency: Daily, Weekly, Monthly <choose one>

Emails: Company Updates – Sales – Newsletters – Jobs – Infographic <check all that apply>

Thank you, [name]

If you're looking to re-engage your lost leads, one of the above winback email templates should do the trick. Choose one that best fits your company and adjust it to fit your unique situation. Then start sending! You'll be surprised how many leads you're able to revive.

Now, what do you do with all those lost leads you're able to re-engage? Hopefully, you'll prioritize them in your company's CRM of choice so that you can start turning them into customers. Don't yet have a favorite CRM? Give Nutshell a try for free for 14 days. Our platform is intuitive, affordable, and sneaky powerful.