



# Warm Email Prospecting: How to Find and Land More Clients Without the 'Yuck' Factor

## Artisinal Prospecting

Warm email prospecting is not your standard, everyday email prospecting. This is *not* about mass emailing. It's *not* about sending newsletters or trying to automate your prospecting.

In fact, it's the opposite of all that.

Think of warm email prospecting as "artisinal prospecting." Each email must be personally handcrafted and written for one person only.

When done right, these messages position you as a knowledgeable professional with a very relevant and timely message.

The three psychological triggers contained in a well-crafted warm email are:

1. Personalization
2. Relevance
3. Brevity

## The Basic Warm Email Template

SUBJECT LINE: [Meaningful Connection]

EMAIL BODY:

[Meaningful Connection]

[Value Statement]

[Credibility URL]

[Soft Invitation to Connect]

[Email Signature]

- + **Meaningful Connection:** A statement that ties what you do to something you noticed about that particular prospect (or some company **attribute** that would make them likely to need someone with your skill set). Think of it as a bridge.
- + **Value Statement:** A sentence or two that explains what you do, for whom you do it, and why you're different from many competitors. It can also explain why that difference matters.
- + **Credibility URL:** A link to your "About Me" page, some relevant samples, testimonials, a success story about how you helped a client solve a challenge, or anything that would help you sound credible. It *doesn't* have to be a link. You can state a credibility element directly in the email.
- + **Invitation to Connect:** Keep it low-key, and try to use a question. You could ask, "Should we connect?". Or maybe, "Would it make sense to schedule a brief call soon?"

IMPORTANT: keep your email short and to the point: **125 words or less!**  
Remember that *brevity* is one of the 3 key psychological triggers!

## **SAMPLE #1**

**SUBJECT:** *You have very inspiring stories*

*Hello Mindy,*

*I came across your website a few times over the years because I do a lot of work with nonprofit organizations. As I looked through your site this morning, I read Sabrina's story -- it was very inspiring!*

*I'm writing because I work with nonprofit organizations to create marketing materials that truly get noticed and increase donations.*

*I helped the Arts Council for Santa Cruz increase awareness of their events and bring new donors to the organization. I was also involved in projects that were awarded a prestigious "Our Town" grant through the National Endowment for the Arts.*

*Here's a link to samples of my work: [URL].*

*Should we schedule a brief call to discuss how I may be able to help you?*

## **SAMPLE #2**

**SUBJECT:** *Read about Slate in the Houston Business Chronicle*

*Hi Meredith,*

*I read in the Houston Business Journal about Slate's impressive growth – from zero to more than 1,100 employees in just three years. Congrats!*

*I'm writing because I may be able to help you clearly and concisely communicate with your employees. Among my 10-plus years of professional writing experience is more than seven years writing employee and benefits communications.*

*I've won several awards for my writing, including the PR Communicator of the Year award from the Houston Press Club. And I excel in translating corporate-speak into engaging content that employees will take time to read.*

*You can see samples of my work at [URL].*

*Would it make sense for us to connect in the next few weeks?*

### **SAMPLE #3**

**SUBJECT:** *Excellent work on the Nutrix.com site!*

*Hello Kelli,*

*I've browsed your website a few times over the years, as I am very much into my home garden and sustainability. Yesterday I got your email about your new website. Congratulations -- it looks fantastic!*

*I'm writing because my husband and I run a web design agency that works with small to midsize businesses. We act as a virtual design department for companies that don't want to hire in-house staff to create and maintain online stores and catalogs -- or to do website maintenance and email marketing.*

*Just recently, we lowered eletrolite.com's bounce rate, increased their per visitor page views and created an email marketing campaign that increased their sales by 30%.*

*Would it make sense to connect on the phone? No sales pitch, just seeing if we might have a good fit.*

### **SAMPLE #4**

**SUBJECT:** *Lighthouse member wants to spread the F@W message*

*Hi Will,*

*I'm a F@W Lighthouse group member and a big fan of F@W. I also have a very popular biweekly podcast for freelance writers in iTunes:  
<https://itunes.apple.com/us/podcast/high-income-business-writing/id640055894?mt=2>*

*I'm writing to see if you'd consider being a guest in a future episode to discuss how the right kind (and flow) of music can help creative professionals develop and maintain focus. This would be a 30-minute Skype audio interview.*

*Interested?*

*Thanks!  
-Ed*

## Finding Names & Contact Info

Start with LinkedIn if you need a name and title. Use their advanced search feature to filter by title, function or department keywords.

Once you have a name and title, use Google advanced search or Data.com/connect to find the person's email address.

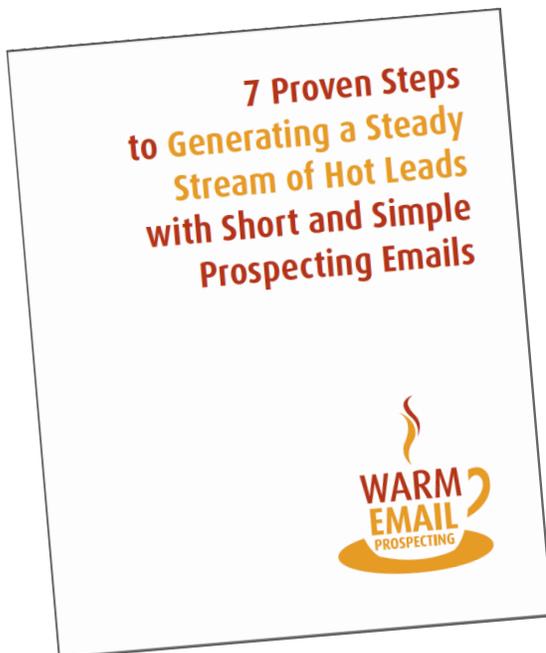
For example, you can try any of the following searches on Google:

*Brian Davis @acmeinc.com*

*"Brian Davis" +email +Acme*

*brian.davis@acmeinc.com* (if you think this is the company's email convention and you want to see if his email shows up anywhere)

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[SmarterFreelancing.com/HOW](http://SmarterFreelancing.com/HOW)