

WRITING EFFECTIVE EMAILS



The good thing about emails is they are mostly to people in our warm or hot zones.

Some general rules of emailing is...

Emails do not _____ !

Emails do not replace _____ as a _____!

Every email has 3 parts 1. _____ 2. _____ 3. _____

Emails are an excellent form of c_____, more i_____, a way of e_____ something.

Typically, why are we writing an email, it's to get to the n_____ s_____ or have more c_____.

What is a genuine introduction?

You cannot replace the human touch. When someone reaches out to you for your services, what they want is YOU! Not your email.

What is it that someone wants from your email? Answers to their problem! There is already enough info online about you and what you offer. What someone is doing in emails is wanting a genuine response.

How can you make your introduction genuine?

We need to answer the "So What" in the introduction!

We need to avoid a t_____ a_____ introduction.

Being nice is not "how was your weekend"?

People often use "it was great talking last week", so what? That's not enough.

We need to qualify our introduction with more and a more genuine introduction.

What is the sandwich technique?

G_____ B_____ G_____ or in emails I_____ C_____ C_____

It was great talking last week "so what".

How can we address the "so what" in our introduction?

1.

2.

3.

4.

5.

6.

7.

Structuring our Content

Notice how many times you use negative words in your emails. Words like "But, Can't, Shouldn't, Won't," etc. Did you know that 'I' is a negative word? As a rule, we use positive, can do words and action, that's what people want, someone who can, true?

Write below the your most commonly used negative words in your last 6 emails:

Negatives - Can't	Replace with Positive - Can

'YOU', the Most Important Word In our Emails

Who is the most important person in our emails? Them!
It's ALL about THEM. What are the ways that you can replace the I with YOU? What's in it for THEM?

Why Replace Words Like 'But?'

"We can do this and this BUT... The word BUT has no place in a Prospecting, Follow Up, or any type of email. The point is mostly that you can do anything. It's just a matter of price meeting expectations. Generally speaking, you can say 'Yes' to everything.

They say that everything before the BUT does not count.

The good news is that it is easily replaced.

For example, "we can do the extras', BUT they cost more money".

Replace the BUT with; "we can do the extras', and they only cost a little more money".

Write the ways how you could have replace the word 'But' in your last 6 emails that used "BUT"

But	And
But	
But	
But	
But	
But	
But	

KISS and Emails

Emails are a really good way to share information. In reality, it is a part of the SALES process. The structure of your email can make or break everything. Keep in mind that your answers below are not for marketing emails, it's for individual emails you send to people in your Warm or Hot Zone.

The most important thing with emails is to be genuinely interested adn to keep that genuine interest going.

How to KISS (Keep It Short and Simple)?

Pull out your last 6 emails, and write down how you could have done them better.

Introduction

1.

2.

3.

4.

5.

6.

Close

1.

2.

3.

4.

5.

6.

Looping our Conversations

We want our introductions to be succinct. People would really want to get into the how much, how long, and do I get it. Looping is something comedians do all the time in their shows, and they loop back to jokes all the way through. We do the same in sales.

Looping from previous conversations as an introduction (or for continuation in our close) is a great way to answer the "so what" question too.

In your last 6 emails, what is your "Why" loop? Or how could you have done this better?

Introduction *I am writing this email because...*

1.

2.

3.

4.

5.

6.

Close *I will talk to them next with...*

1.

2.

3.

4.

5.

6.

The Power of Great Questions

The goal of the content is NOT to do the selling for us. It needs to be informative, it needs to answer their questions and it also should ASK questions about what you know.

The content should not necessarily be ALL the answers. It should be raising as many questions as anything else and keep the conversation gong.

What options are you offering?

What kind of questions do you ask to keep the conversation going?

What questions do you ask to find out what their "hot spots" or "hurt" is?

How do you make it sound like they are already a client?

Our Email Close

This is where we get to keep control, our close!

The more important thing here is we are in control of what's next, we get to sign off on our segway into what's next.

The last thing we want to do is lose control of the client's journey.

So the worst system to close off an email is?

L_____ m_____ K_____ i_____ y_____ h_____ a_____ q_____?

L_____ m_____ K_____ i_____ y_____ n_____ a_____ m_____ i_____?

It's understandable why people finish emails with "let me know if" you have any questions or words to that effect because they are trying to sound helpful. How often have you used it? How often do you see it? It's very regular.

"If you don't want someone to stay in touch, Then ask this, but if this is in selling, then we don't want to lose control, do we?"

If we love something, set it free. If it comes back, it's ours. If it doesn't, it never was".

So in sales, if we pass the buck over to them, and they reply to our emails with "yes", then all is good. However, in sales, when we do that, we leave it open for potential clients to look for alternatives. That's why there's a better way.

The thing is, if they have any questions, they will contact you; that's a given. So replace "if you have any questions" with a proactive, what's next type statement, which is better closing of our emails?

In your last 6 emails, what is your "Why" loop? Or how could you have done this better?

Close

I will talk to them next with...

1.

2.

3.

4.

5.

6.

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Work Smarter - Not Harder

This image shows a single sheet of white paper with horizontal blue lines, resembling notebook paper. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.