

WHAT YOUR EMAIL NEEDS:

- ✓ **SUBJECT LINE THAT CREATES CURIOSITY OR UTILITY** (Write this last; it should relate to the body of your email)

Ex. of Curiosity: “40% More Replies”

Ex. of Utility: “10x Your Inbound Leads”

- ✓ **SALUTATION** (Include their first name)

Ex: “Hi there, Raul,”

- ✓ **FIRST LINE** (A connecting statement with emotional appeal or utility)

Warning: This line should not be about you or your company.

Ex. of Curiosity: “How many times have you sent an email and had no idea what your recipient thought of it?”

Ex. of Utility: “There’s an easy way for you to get more qualified leads over to your sales team each month.”

- ✓ **WHO YOU ARE** (Don’t skip this if you are stranger or recent acquaintance)

- ✓ **WHY YOU’RE REACHING OUT** (If it’s unexpected)

- ✓ **WHAT’S IN IT FOR YOU** (WIIFY)

- ✓ **ONE LINK FOR MORE INFORMATION** (Optional, but no more than 1)

Ex: Mention a brand name and hyperlink your sentence to a case study — “[!Company] just increased their leads by 40% by making this one small change across their team.”

- ✓ **YOUR ASK** (You need to explicitly format your ask as a separate line in your email)

Avoid: “What does your calendar look like this week for a call?”

Use Instead: “Do you have 20 minutes free on Friday for me to demo how customers like you are getting 3x more replies?”

- ✓ **SIGN-OFF**

Ex: “Looking forward to your feedback,”

- ✓ **EMAIL SIGNATURE**

WHY IT’S WORTH A CHECK:

The most popular email subject lines are actually the [least effective](#) — like, gets an answer to 1 out of every 10 outgoing emails ineffective.

A study from the University of Zurich found that email salutations with first names [significantly increased](#) reply rates.

If you’re emailing a stranger, you won’t get an open without building intrigue (and then trust in the body to get their attention, consideration, and reply.)

We don’t talk to strangers IRL without introducing ourselves first.

Just because you’re virtual doesn’t mean you can skip this step. It’s seen as impolite.

It’s like showing up to your neighbor’s door. Explain why you’re there before walking inside.

We spend 60% of conversations talking about ourselves because it makes us feel good. Studies out of a Harvard Neuroscience lab [prove this](#) to be true.

But it doesn’t make recipient feel good — especially when you’re taking up their time to ask for something you need.

The way to get them to listen and reply is to please their ego, not yours.

How to do this: [do your research](#).

The [Paradox of Choice](#) tells us that more choices paralyze us from acting.

Make it an easy decision with just one click, leading to one source for further reading.

Being vague won’t help you win an answer or action.

Give all of the necessary information your recipient needs upfront to make it easier for them to take action and more likely that they do so.

Also, set clear expectations about what you’re looking for to eliminate any back-and-forth.

It’s called being polite — just like introducing yourself in the beginning, you need to wave goodbye at the end. Here are [15 ways](#) to do that creatively.

This is your last opportunity to capture their attentions and show people you haven’t met that you’re a real, intelligent, trustworthy person. Check out [these tips](#) for ideas.

These become preview text and determine the fate of your email, along with your Subject Line. People use them to decide — delete, ignore, or open?