

The Writer's Life

Wednesday, March 6th

Full Transcript for:
**The Key Ingredient in the Warm Email
Prospecting Secret Sauce**
By Ed Gandia

Hey, everyone! Ed Gandia, freelance copywriter, AWAI member and co-founder of International Freelancers Academy, back with you for the third installment in this week's series on how to find great clients with simple email pitches.

Before we get into the material for this video, I wanted to do a quick recap of what we've covered so far.

In the first video, I explained why I hated marketing and selling for years—and why so many writers feel the same way when it comes to promoting their services.

In Video #2, I revealed my Warm Email Prospecting strategy, and I explained why it's so powerful when done right. And why it's probably the best and most cost-effective way to *consistently* attract clients into your business.

I also showed you my own blueprint for warm mail prospecting, including all the elements that need to be in place for it to be effective.

So if you haven't watched these videos, make sure to do that first, because this next video won't make a lot of sense otherwise.

Your response and comments to this training series have been super! Love the enthusiasm out there for this material, and I loved reading your comments and feedback... and answering your questions. Thanks for posting those!

In this video, we're going to take a deeper dive into one of the most important elements of making Warm Email Prospecting work. And that's the process of uncovering and communicating a meaningful connection with your prospect.

And this is a key part of the puzzle. In fact, it's one of the pieces that makes my approach so different from what everyone else does. I'm going to move pretty fast, so make sure to take some notes!



A Recap of the Blueprint

OK, first a quick recap of the Warm Email Prospecting blueprint.

- The first step is to Describe Your Ideal Client Profile
- Next, you have to Create a targeted list
- From there, you *must* establish a meaningful connection
- Which you'll use when making a quick and relevant pitch
- Next, you have to Prepare for conversation
- And finally, you have to have a smart follow-up strategy

Let's contrast this blueprint with the way most solo professionals approach email prospecting. Say you have a rough message, a list of prospects and contact information for some of them. Technically, you could go ahead and start sending out emails at this point. But if all you do is start emailing these prospects based on the information you have so far, your response will still be severely limited.

Not only that, but your emails could be perceived as spam because they will lack the relevance and personalization that really makes them stand out and have the prospect take notice.

I look at meaningful connections as a bridge. You need to give each prospect a relevant and very specific reason why there's a connection here. Why she should open and read your email and respond to learn more. In other words, you need to bridge that gap. And when prospecting with email, that's what most people fail to do.

But where do you find these relevant connections? Do you just guess, or is there a more reliable way to do this?

Fortunately, there are **three** very reliable ways to find these connections

1. Using trigger events
2. Naming a high-profile client or a big, relevant accomplishment
3. Leveraging a mutual connection

Let's talk about these in order, starting with trigger events.

Use a Trigger Event

This is a term I first heard from my friend and colleague Jill Konrath, author of *Selling to Big Companies* and *SNAP Selling*. A trigger event is simply a big event or change within an organization (or in that organization's industry) that creates an opportunity for you as a freelancer to get your foot in the door.



Here are some examples of great trigger events:

- Positive or negative financial announcements
- New funding received
- New product or service announcements
- Expansions into new markets
- New initiatives within the organizations
- A new manager or director in the department you usually work with
- New activity on their website/blog (or lack of activity)
- An upcoming event the prospect is putting together or going to be attending
- Layoffs, downsizing, rightsizing
- Pending or recently enacted legislation
- Landing a very large or prestigious new client

I've identified almost 30 trigger events that could help you establish a meaningful connection with a prospect.

Why are these trigger events important? Because they create a certain level of “pain” or need that makes the company much more receptive to your services.

Of course, based on your profession and the services you provide, you'll need to determine which types of trigger events are worth paying attention to. But the list here should give you a good start.

So... how do you find these trigger events? There are several ways, but one very effective approach is to simply **scour the news**. You can do that by subscribing to business, industry and trade publications for the target markets you're going after (either the print version, or even better, their free online versions). Going through these once a week or every couple of weeks will yield trigger events for potential prospects AND will help you build your prospect list, so there's a dual benefit.

Another great way to find good trigger events is by setting up **Google Alerts** for organizations that are already on your list. Google Alerts is a free service from Google that sends you email updates of the latest relevant Google results (either from the web itself, or of news items, blog mentions, etc.) based on your choice of query or topic. In our case, we're mainly going to use Google Alerts to get alerted on news on companies in our prospect list.

A related way to find great trigger events is to use Google News, which you can get to at news.google.com. Basically Google News can come in handy when you're compiling your list of prospects and you're ready to get started sending emails but don't want to wait for alerts to come in. Or if you've just heard of a company that sounds like a good target and you want to see what may be going on in that organization. Searching that organization in Google News may get you immediate results, which will allow you to take action immediately based on what you find.



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Covidien 2Q profit rises, company boosts outlook
BusinessWeek - Apr 22, 2011
Covidien PLC said Thursday its profit rose 10 percent in the fiscal second quarter as acquisitions boosted its medical device sales. The results surpassed Wall Street expectations. Covidien, which made deals for heart device maker ev3 and diagnostic ...

Covidien net up 10% on strong device sales
MarketWatch - Jon Kamp - Apr 21, 2011
Covidien PLC's (NYSE:COV) fiscal second-quarter profit rose 10%, fueled by sales growth in a medical-devices business the company bolstered through a big acquisition last year. The medical-products company also got a lift from favorable ...

Now, if you're going after smaller organizations that may not have enough coverage to make it through the Google News feed, there are a couple of other sources you can try. One is **your local business chronicle** OR the business chronicle of one or more metropolitan areas you want to target.

From leisure to livelihood
For one woman, a hobby of making skin care products in her kitchen is now a career
STRATEGIES 25A

ATLANTA BUSINESS CHRONICLE

Who's Who in Hospitality
100 leaders who are shaping the industry
HOSPITALITY QUARTERLY INDUSTRY FOCUS SECTION 8

July 9-15, 2010 www.atlantabusinesschronicle.com 52 Pages - \$2.00

Primerica celebrates its new independence
By Maria Saporta
Never has Primerica Inc.'s slogan — Freedom Lives Here — been more true for the Duluth, Ga.-based company that sells term life insurance and other financial services through its sales force of 100,000 people.
On April 1, Primerica struck out on its own in what has been called the most successful initial public offering in 2010. And on that day, Primerica became free of its former owner, Citigroup Inc.
Also on that day, Primerica retained Atlanta as its home base.
“We are going from being a division of a very large Wall Street company to being our own public company,” said John Addison, the company’s co-CEO who also is chairman of Primerica Distribution. “We are now our own company head-quartered in Duluth in metro Atlanta. We are a ‘main street’ company; we are not from Wall Street.”
Addison and co-CEO, **DEBRA WILSON**, sit down with Atlanta Business Chronicle for their first public interview after going public. News & Photo by **DEBRA WILSON** and **JOHN ADDISON**

MID-YEAR REVIEW — Selling price of businesses plunges
By Urwah Karkaria
The median sale price of metro Atlanta small businesses hit its nadir in the second quarter — since at least the beginning of 2008 — as an indication of stingy lending and tax policy uncertainty.
The median sale price of small businesses that sold in metro Atlanta tumbled by a third in the second quarter, according to new data from online business listing service BizBuySell.com. That was sharply lower than the 3 percent decline in the price of small businesses that sold outside.
The declines follow a heavy 2009, when a combination of tight lending, limited demand and economic uncertainty sent metro Atlanta small-business prices tumbling 17 percent.
The BizBuySell.com, Inc. data shows the median sale price of small businesses in the second quarter of 2010 was \$1.2 million, down from \$1.5 million in the first quarter of 2010.

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Another great resource is **Newslink**, which you can find at **Newslink.org**. This handy resource is basically a portal that lists hundreds of newspapers across the U.S. Not only does it list those newspapers by state and metro area, it also includes links to all of them.

NewsLink

Home Top Sites Newspapers Magazines Radio/TV Resources News

Home Feedback

Alerts Google
Layoffs Sold for \$33.33
Today, all 40 Layoffs are Sold for up to 50% OFF. Buy Yours Today!
Layoffs.com

Real Estate Search
Apartments in South America and USA
PREPARED PROPOSALS
LEADY MUST!
www.leadymust.com

BP's Work in the Gulf
BP continues their work in the Gulf. Visit BP.com to learn how.
www.bp.com/usa

Natural Disaster Recovery
Modular Construction
www.modularconstruction.com

Home Loans, Get All Free Tools, Get Paid 50-50% off your 1st year!
www.getpaid.com

U.S. newspapers by state

Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware
Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas
Kentucky	Louisiana	Maine	Massachusetts	Michigan	Minnesota	Mississippi
Missouri	Montana	Nebraska	Nevada	New Hampshire	New Jersey	New Mexico
New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Pennsylvania
Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont
Virginia	Washington	West Virginia	Wisconsin	Wyoming		



Once you're on a newspaper's website, you can then use that website's search field to research some of the companies on your list and see if you can find any relevant trigger events.

Leverage a Client or a Relevant Accomplishment

The second way you can make a relevant and meaningful connection with a prospect is by naming a high-profile client or a big, relevant accomplishment.

So let's say you're a graphics designer who works mainly on branding and packaging design for food and beverage companies. And let's say that you've worked with Snapple, Land O' Lakes, and Twinings of London.

Those are big names in the food & beverage industry. But even if the clients you've worked with so far aren't that big, it may still make sense to throw them out there in order to create credibility and show the prospect that you know what you're doing.

Bottom line: they don't have to be big names or big household names. What really matters is that the specific prospect to whom you're writing recognizes them and sees them as a positive sign.

It also doesn't have to be a client. You can also mention an award, recognition or big win you've recently enjoyed. Maybe you're a public relations freelancer and you recently helped a client get their story placed in *The Wall Street Journal*. Or your copy or design recently received an industry award. Or maybe you've published a book on the subject you're approaching your prospect about (even if it was self-published). Or maybe you worked on a client project that has gotten big exposure or recognition.

So think of successes you've had over the last couple of years, and try to think of ways you can leverage them to make a relevant connection in your emails.

Leverage a Mutual Contact

The third way you can make a relevant and meaningful connection with a prospect is by leveraging a mutual connection you have with him or her. This approach can be EXTREMELY powerful when done right. And it basically involves looking at your personal and professional network and trying to see if you can find a connection to a key contact in one of your prospect companies.

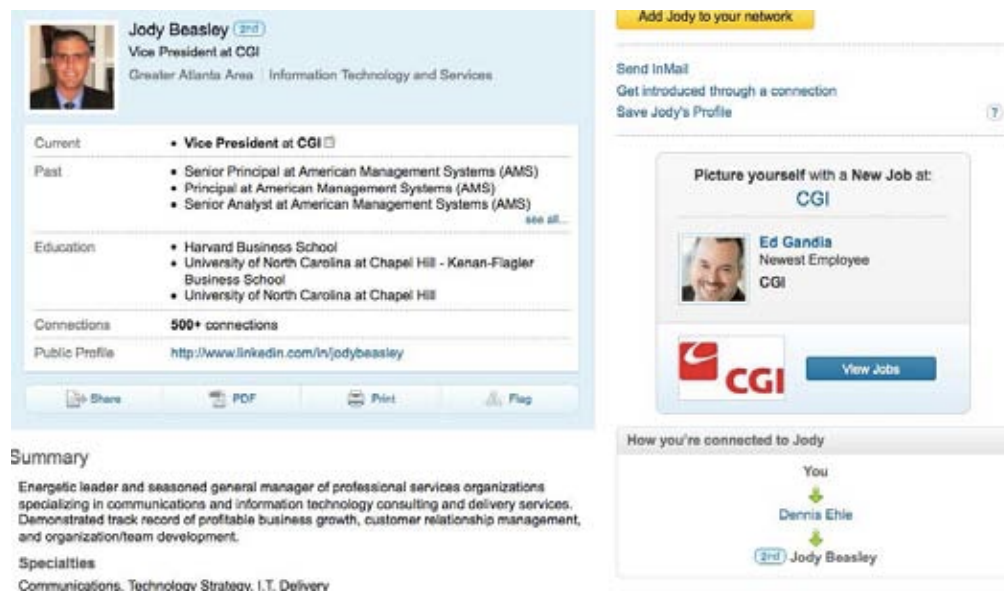
One way to do this is simply to call contacts who may know people in those companies and see if they do indeed know someone and if they can make an introduction for you. This works well if you know who may have those connections based on what you know about them and their work history or business contacts.



But an even better and more practical way to do this is with the social media tool LinkedIn. If you already have a LinkedIn account—which is free, by the way—it’s simply a matter of logging in and punching in the name of each contact you want to email and see if there’s anyone in your immediate network with a direct connection to that individual.

If you’ve worked in an industry long enough, or if you have a lot of people in your network, you’ll be surprised how easy it is to find direct connections to some of these individuals.

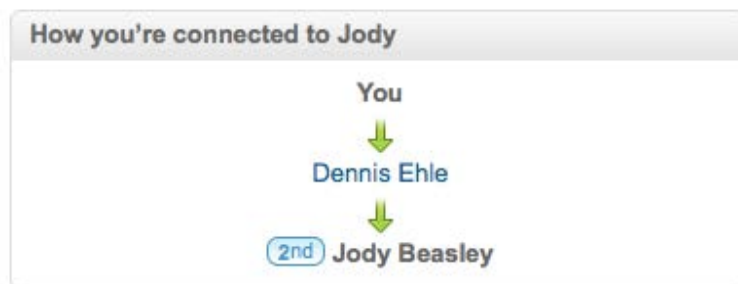
For example, let’s say that I’ve identified Jody Beasley at a company called CGI as someone who would be a great prospect for me. I haven’t found much in the way of trigger events. But doing a search in LinkedIn, I find that he’s connected to someone I know...



The image shows a LinkedIn profile for Jody Beasley, Vice President at CGI. The profile includes a photo, name, title, location (Greater Atlanta Area), and industry (Information Technology and Services). It lists his current role and past roles at American Management Systems (AMS), along with his education at Harvard Business School and the University of North Carolina at Chapel Hill. The profile also shows 500+ connections and a public profile link.

Below the profile is a summary: "Energetic leader and seasoned general manager of professional services organizations specializing in communications and information technology consulting and delivery services. Demonstrated track record of profitable business growth, customer relationship management, and organization/team development." Specialties include Communications, Technology, Strategy, I.T. Delivery.

To the right, there is a job recommendation from CGI for Ed Gandia, Newest Employee. Below that is a connection diagram showing "You" connected to "Dennis Ehle", who is connected to "Jody Beasley" (2nd).



So, the way it works is, once you find a connection, simply reach out to your contact, explain that you’re trying to make a connection with this individual, give them a good reason why you think you can help this prospect, and ask if they’d be willing to broker an introduction.



Crafting Powerful Subject Lines

After yesterday's video, some of you asked me about subject lines. And you correctly pointed out that getting your subject line right is critical to having your emails get opened.

I could literally spend 2 or 3 hours talking about subject lines and subject line development. But let me just give you a primer—and this ties really nicely into what we've just discussed about relevance and making meaningful connections.

One of the most important things is to use your subject line to **state or allude to the meaningful connection you've uncovered and will be communicating in the email body.** *You have to lead with that.*

Let me give you a couple of examples. Say you're a freelance publicist and you work with business authors to help them market their books. In that case, a subject line like this could be very powerful to an author who's just landed a book deal with a publisher:

Congrats on the book deal!

Or say you're a freelance designer and branding professional, and one of your target markets is food and beverage companies. The following subject line could work very well, assuming this was true, of course:

I helped B&B Foods rebrand

Notice how these examples are very relevant to the prospect they're being sent to. They hint at the topic you're going to talk about in the email, without coming across as some sort of slick, hyped up marketer. There's a fine line here, and this is where much of the art of subject line development comes in.

You also want to keep your subject line short—40 to 50 total characters max. That's because you have to account for the subject-line space limitations of most smart phones.

Finally, notice how all three previous examples showed relevance without giving away the whole message. You want to communicate just enough for the prospect to open the email. But be careful here. You obviously don't want to "bait-and-switch" the prospect by saying something and then talking about something completely different in the email.

Land Great Clients Faster and Easier

I've really enjoyed sharing all this information with you. It's been a lot of fun on my end. I love to teach this stuff, because it's one of those things that has really made a



difference in my career and my business. And I hope it's been helpful for you. From the sound of the comments you've left me, most of you have gotten great value from this training series, and the information has already started to make an impact in your prospecting efforts.

Now, there's obviously only so much we could cover in these videos. And even though there's enough information in there for you to start putting these ideas into action, I also realize that there's some of you who want to take this to the next level. Some of you want more information. More detail. More step-by-step instructions. More examples and email scripts you can model.

So if that's you—and if you think you're probably ready to take this idea to the next step—you may be interested in checking out my program ***“Warm Email Prospecting: How to Land Clients Faster With Short and Inviting Email Messages.”***

This is a comprehensive home-study program consisting of 7 modules. ***It's completely online, which means there's no travel.*** And because it's online, that means you can work through the material at your own pace. You don't necessarily need to follow our lesson rollout schedule.

Warm Email Prospecting contains video, audio, full transcripts, and a series of handouts, worksheets and pre-flight checklists that will help you get your email prospecting strategy up and running smoothly right out of the gate.

It also includes a series of group phone-coaching sessions. I'm going to walk you through the material, answer questions personally, and basically make sure you get this done and get it done right—and that you're comfortable with the strategies and ideas we discuss throughout the lessons.

Here are some of the other things you'll learn in Warm Email Prospecting:

- **How to identify and define our "value statements"**—something that's key to making your emails truly sing. And for prospects who respond to your emails, this is the kind of information will help make your initial interactions with them both relevant and engaging.
- **I'll also walk you through a step-by-step exercise on creating targeted prospect lists.** In fact, I'm going to show you *17 great sources* for quality prospect names, titles and contact information, including email addresses. Only two of them are fee-based resources. The rest are completely free.
- **I'm going to go deeper into how to establish meaningful connections.** In fact, I'm going to show you 31 different examples of how you can do that



effectively, as well as how to use a number of different tools to find and leverage these connections.

- I'll also show you **my proven formula for drafting warm emails that get response**. I'll walk you through a number of examples and do a deep-dive analysis of each script to show you why it works.
- I'm going to detail more than a dozen email copywriting and prospecting tips—many of which no one is talking about. And I'll show you **how to have more impactful conversations with prospects who respond... and what to do with those who don't respond**.

This is a very hands-on program where you work through a series of simple yet methodical exercises that build on each other. They're designed to **help you put together powerful prospecting emails that get attention and get response**.

Now, I should tell you that I only run through this program a couple of times per year for a relatively small group of freelancers. But I've worked out an arrangement with AWAI to open it up for AWAI members only this time around—and to include a series of valuable perks that I've never offered anyone else.

So here's what's happening. I've just opened enrollment this week to Warm Email Prospecting, and **registration will be open until midnight Eastern Time this Friday, March 8th**.

This reason for this deadline is that this program includes some interactive components and personalized feedback. So in order to make that work, I have to limit the enrollment window. Once you're in, you have **lifetime access** to all the material.

But again, that enrollment window closes on Friday, March 8th. After Friday, there won't be another enrollment period for a while. In fact, *our last enrollment period for this program was 3 months ago*. And as I mentioned, I typically only roll it out twice a year. It's not something I put out there very often.

So, if this program sounds interesting, make sure to check it out today. You'll find all the information at www.warmemailprospecting.com/AWAI.

Again, I hope this video series has been helpful. It hope it's served you. I have more training material on warm email prospecting coming to you tomorrow and Friday here at *The Writer's Life*. So stay tuned for that.

And please... if you have any questions or comments, go ahead and post them on this page so I can start answering them.

Have an awesome day, and I'll see you in the comments area.



