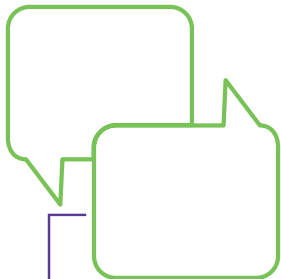


Email Delete Barrier Checklist

How to Get More Replies from Your Emails



Writing emails is an ever-changing art. What gets a response one day is ignored the next. Don't recycle old messaging. Use this checklist. Constantly refresh how you write emails. Initiate relationships. Increase response rates. Get more appointments.

Subject Line

- Feels personal to this contact and target market
- Most important words at the beginning in case of mobile truncation
- Relates to the content in the body of the email
- Is explicit, not general such as "following up" or "checking in"
- Makes the contact feel like they must reply

Salutation

- Includes the contact's first name
- Begins with a warm welcome such as "Hi"
- Includes comma after the first name



Capture and keep your prospect's attention.

Grab The Bloodhound Prospecting Strategy now.



All Content

- Begins with 1 or 2 personal, rapport-building sentences
- Uses a warm, friendly tone throughout in colloquial, spoken English
- Feels very specific to the contact title or micro-segment you're emailing
- Uses easy-to-read, standard 11- or 12-point black or blue font
- All hyperlinks are obviously not phishing links
- Includes only one hyperlink in the body of the email
- Has your name in the "From" column of the inbox
- Tells the prospect what to do in the call to action
- Templated closing is adjusted to align with the email content if appropriate
- Sent to yourself and you like how it looks



Content: Initial Email

- Makes no false claim that you've emailed or called before
- Written conversationally, focused on relationship building
- Includes one immediate trigger event or business issue
- Includes the value to the prospect in addressing the trigger event soon
- Makes one offer related to the trigger event or business issue (meet, click, enroll ...)
- The length does not exceed 99 words
- Uses short 1-2 sentence paragraphs and 1 closing question
- Uses no bullets, underline or bold text
- Includes no graphics in the body
- Nothing is attached as you'll cover this when you speak

Content: Follow up Emails

- Paraphrases the purpose and call to action of the initial email
- Forwards the initial email with the details if possible
- Uses the same subject line, shortened to add different content to the end as appropriate
- May include several bullets if content is kept brief
- May include an interest-building attachment that will not eliminate the need to speak with you
- Are varying lengths, some brief with only 2 sentences but not to exceed 79 words
- Ideally no more than 2 short paragraphs including the 1 closing question
- Suggests a day and time to talk
- Follows up with a calendar invitation

Share Your Tips

What email strategies do you recommend? Let us know and we'll share them in our Weekly Sales Tip! info@klagroup.com

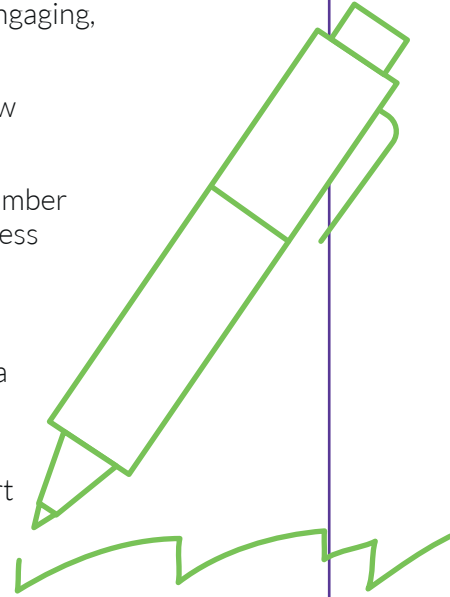
KLA
group

Signature: New Message

- Template includes an engaging, personable closing
- Includes your phone number and company web address
- May include your photo or logo to be more inviting
- Includes LinkedIn and website hyperlinks to verify and get to know you
- Includes a link to a piece of company content with a call to action
- Uses colored fonts to highlight the content call to action
- Uses spacing and small font size to appear short

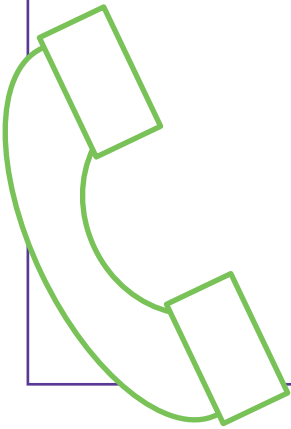
Signature: Reply Message

- Template includes an engaging, personable closing
- Is shorter than your new message signature
- Includes your phone number and company web address
- May include a link to a different piece of company content with a call to action
- Uses spacing and small font size to appear short



Follow-up Bloodhound Strategy

- Alternate emails with calls every few business days
- Leave a voicemail when you call
- Connect on LinkedIn
- Use the All Content rules, abbreviated in length, for LinkedIn messaging
- Make at least 9–11 attempts on different days over 30 days
- If no connection, commit to contact again within 90 days



We're Here to Guide You

Don't navigate revenue generation alone. If you would like coaching, training, Do-It-for-You assistance or just a conversation, contact us today at **+1-303-741-6636** or **info@klagroup.com** and let's talk.



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