

strategy

Email Tips  
and  
Strategies #7



## Email Tips and Strategies #7

If you enjoyed and learnt something from # 1-6, hopefully you will pick one or two things out of # 4.

***“Just like in an athlete’s development, raw talent needs guidance and education to mature and make a positive impact. No athletic coach would let someone loose without coaching and mentoring. Why should you be any different in your business?”***

If you get one or two tips out of this list it has been worth your while to read.

**I have always believed in the old saying “You are never too old to learn”.**

- Email subject lines to avoid
  - Just checking in.
  - Request.
  - In case you missed it
  - Free (report, EBook etc)
- Don’t use clickbait subject lines
- Follow up emails time frame
  - One week after the original
  - Then 10 days later
  - Then 2 weeks later
  - Then 3 weeks later
  - Then every month for 6 months
  - Then every 3 months
- Triple check your spelling (use spell check) especially the recipient’s name which you could do on LinkedIn for example.
- Don’t shorten their name or use a nick name unless they do, for example Michael to Mike. If they use Mike that’s fine if not it stays Michael.
- Use videos to reignite your prospects and stand out from the crowd
- Avoid special fonts and funky formats
- Your email doesn’t need to be a novel.
- Use “I trust you are doing well” not “I hope you are doing well”
- Don’t start your email with “Dear”
- Always proof-read your email
- Don’t email if you should be calling
- Always include a signature

**Your onsite and online Business Mentor and Professional Sales Coach**