

HOW TO WRITE COLD EMAILS

Writing words that motivate skeptical prospects to respond is a sales superpower. You can't get better at what you haven't been taught. Here are ten hints:

1. Write the way customers talk. Good copy is found not written.
2. Use short choppy sentences.
3. Never use jargon like *flexible, groundbreaking, cutting-edge, scalable*. They are hallmarks of not understanding problems.
4. Don't exceed 60 words.
5. Be specific or crispy.
6. Never send the same email to everyone. Segment.
7. Focus on the problem, not the product. Products have no value without a problem.
8. Stick to one idea per email. Too many ideas confuse.
9. Social proof builds trust. Add it.
10. Never ask for 30 minutes. Gauge interest. *Think this might help? Worth exploring?*

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