

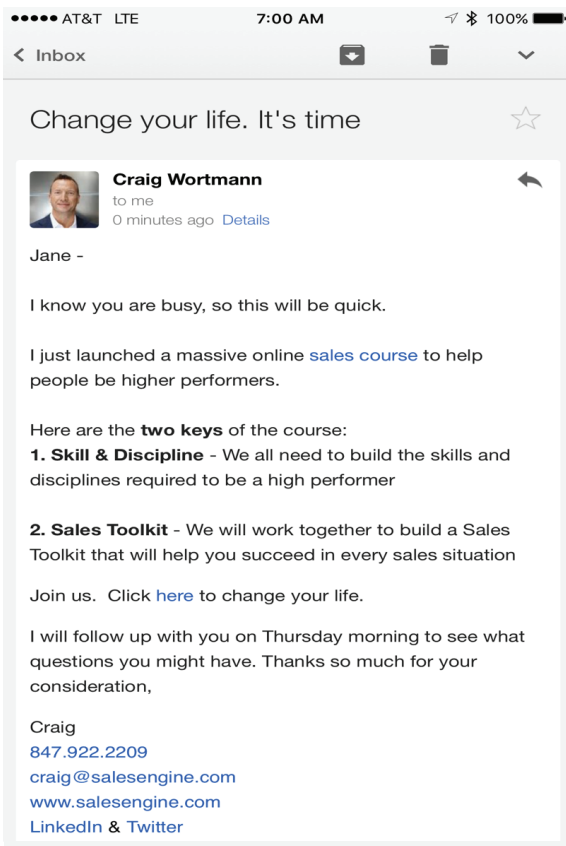


INTRODUCTORY EMAIL CHECKLIST

The purpose of this Communications Tool is to craft an Introductory Email to be used in asking for a **face-to-face meeting or phone call**. There are a handful of critical elements of an effective and engaging email that helps it cut through the noise in a prospect's inbox:

1. **Subject line** – Your subject line should be personal, bold, or both!
2. **Short sentences** – Chunk content so it's easy to look at (NO blocks of text)
3. **Plain language** – Don't say "intimidating" when you can say "tough." Don't use "incredible" when you can say "great")
4. **Positive energy** – Give your language some positive energy ("I'm excited to share this with you")
5. **Bold** – Put requests or key points in **BOLD** font
6. **Follow up** – Let them know HOW you are going to follow up
7. **Sign it** – Use your first name to make it more personal
8. **Contact info** – Don't forget your contact information (phone, LinkedIn profile, Twitter handle, etc)
9. **Sales Trailer** (optional) – You might also include your Sales Trailer in your signature line
10. **Fit into one smartphone screen** – That's how we get email now. Adjust to a smaller footprint

Introductory email example:



Before you hit send, check for the following.

- Do you have a catchy subject line?
- Do you have just a couple of clear points?
- Do you use common language?
- Is there a call to action?
- Did you include your contact information?
- Did you read it out loud?
- Does it have positive energy?
- Will it fit on one smartphone screen?