



Cold Email Checklist

1

Segment Your Prospect List(s)

- Develop multiple personas & develop unique messaging
- Strong value propositions to highlight their fears & motivation

2

Subject Line

- Is it relevant to the email content/offer?
- Does it grab attention? Would YOU open it?

3

Pique Curiosity

- Your first sentence needs to pique curiosity.
- A connection statement can establish rapport.

4

Don't Make It All About You

- Spell out exactly how you can help them
- You are doing it wrong if the first line reads anything like:
“My name is Joe Salesdude and I run strategy at XYZ Corp, the leader in world-class jargon optimizing software.”

5

Get On My Level

- Write like a peer, not a direct report. Casual and conversational.
- Avoid these weak words: “I hope...”, “I was going...”, “I see...”, “just...”

6

Establish Credibility

- Provide social proof referencing your customers and/or data
- Best references are competitors or from a relevant industry



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Personalize

- Show the prospect you did your homework
- Use custom inserts like {FName} or {Company!}

8

Keep It Short

- 2-3 sentences is ideal and 3-5 is tolerable
- Do you like reading long emails? Why should they?

9

Micro-Conversions

- Don't come on too strong with your call-to-action
- Goal of a cold email is to get a response not close a deal

10

Follow-Up

- At least 7 follow-ups until you get a yes or no
- Automate your sending, tracking and optimization

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Don't Send Naked Emails

- Naked emails offer no value to the prospect
- Writing 'just checking in' will get your email ignored or deleted

Have anything to add or want to learn more about how SellHack's consultants can manage the entire cold email process for you? Email us at support@sellhack.com



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