This completely transformed how we write and send cold emails - Chris M. President of ScatterScape

10X
YOUR
COLD EMAILS

10 Rules For Creating Cold Emails That **Generate Leads.**

www.10xyourcoldemails.com

What can cold emails do for your business?

It was never my intention to send out cold emails, it happened out of necessity.

Many of you will understand the challenges inherent in creating and marketing a new product. New concepts are difficult to explain and are almost always met with more resistance than you ever planned.

It is typically much easier to find businesses that are searching for your solution, than it is to persuade old school companies to change their bad habits.

I tried cold-calling, but it's tough to have more than a handful of conversations per day. I was getting nowhere fast, until a friend showed me how to build massive email lists by scraping profiles off LinkedIn.

I do not think I would have succeeded without his advice. I have gone from a cold-email novice to an experienced pro who sends out 60,000 cold emails a month to executives at a variety of industries.

I have broken each of my 10X Email Rules more times than I can remember. It's how I learned what *not* to do when sending cold emails. Hopefully, by following my 10X Email Rules you will

charge past your sales goals much faster than by repeating my mistakes.

In addition to my 10X Email Rules I have included where to find the same tools I use to build hundreds of email leads a day and the application to send and manage my email campaigns.

Thanks again for downloading and be sure to email me your questions at theking@kingofcoldemails.com.

Best,
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P.S. - This is only the beginning. We will continue to expand our cold-email offerings, so look out for new content in your inbox each week!

10 RULES TO 10X YOUR LEAD GENERATION WITH COLD EMAILS

1 ——— **If your email doesn't get opened, then nothing else matters.**

Your subject line is the most important part of your cold email. It doesn't matter how great your offer or call to action is if your email never gets read.

Your subject line must be your best sentence. Don't bury the lead. Use as much time as you need to find your most attractive benefit. Then write a teaser sentence building enough curiosity to leave your prospect no other option but to click open.

How do you structure your subject line? You use proven formulas for building curiosity.

This includes starters like How to, What are, Why are, etc. You can learn more about the 35 Headline Formulas of John Caples here. Once you take a deeper look at the formulas you will realize that 99% of all ads you still see online use this same formula. A formula that's been around since the beginning of humans.

2 — If you can't read it in 30 seconds, then go back to the drawing board.

Why are TV and radio ads 30 seconds long? It's not random. 30 seconds is the length of our attention spans. A perfect commercial conveys a product's entire narrative in 30 seconds.

30 seconds of writing or speaking translates into 120 to 140 words. How do you condense your pitch into less than 140 words? Simplicity is not easy. You must revise, revise, revise, and then revise again.

A quick 60-page read of [How to Get Your Point Across in 30 Seconds](#) will help you develop the skill of creating an entire message in 30 seconds. This also includes defining your audience, so you can write with extreme focus, which will eliminate 90% of the fluff that readers skip anyway.

3 — If it can't be scanned, it shouldn't be sent.

We scan 95% of what lands in on our inbox. If we like what we see, then we dive deeper. If we're confronted with a wall of words, complicated language, or bad grammar then we just hit delete and move on.

Using short paragraphs, bullet points, the correct spacing, along with simple language draws your core message to the forefront. This allows your prospect to focus 100% on your offer and not on your format.

If you just remember the motto, "If it can't be scanned, it shouldn't be sent.", you'll naturally structure your emails in an easy to read format.

Know the difference between sharp sales emails and SPAM.

You're in the business of writing sharp personalized emails that command attention and compels your prospect to take action.

If you do this, then you won't have to resort to cheap tricks.   Using spammy words, fonts, and templates will only get your emails deleted or flagged.

This is even more important as you learn below how to build 10X prospecting lists you can use to send thousands of emails per day.

Just remember to never use bold type, colored fonts, italics, or emojis in your emails. For words to avoid you can find a comprehensive list at, A List of Common Spam Words.
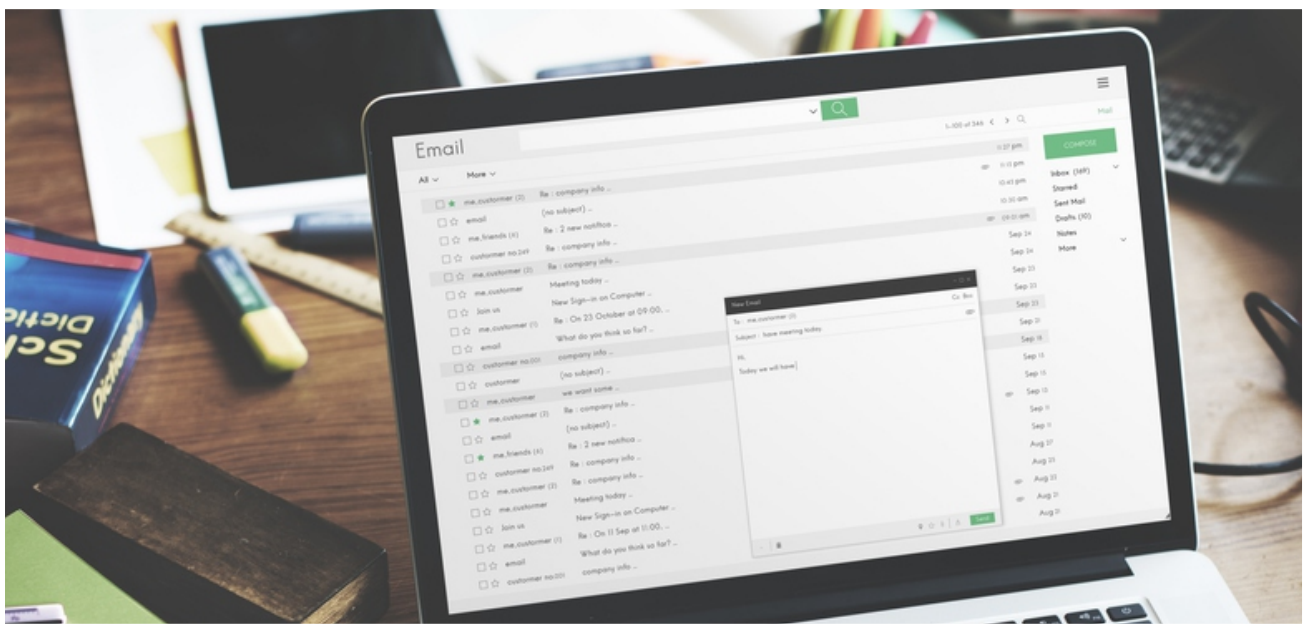
5 — It's not about your product, it's about your prospect's *problem*.

The number one mistake we all make is focusing on ourselves. Your prospect doesn't care about you, your company, your product, or your phenomenal service.

Like all of us, your prospect cares about themselves. Especially problems they need to solve right now. Without an explicit problem to solve there is no reason for them to act.

So, make their problem (the problem you can solve) as explicit as possible. Make it stick in their minds well after they have read your email.

To master the art of creating sticky ideas read [Made to Stick](#). The concept is simple but takes practice to perfect.   Sticky ideas are built by using unexpected, emotional, and concrete terms to create messages that your prospects will remember long after your email.

6 — Stop explaining and start building curiosity.

Curiosity beats detailed info in a cold email. An overly detailed explanation will merely kickstart your prospect's internal skeptic.

The internal skeptic is our internal know-it-all voice. This voice attempts to destroy every explanation we hear because deep inside, we know what we are doing and everyone who presents a different solution is a threat to our status quo.

Curiosity disrupts our internal skeptical dialogue. Curiosity forces us to actively search for an answer. It is the reason we like reading mystery novels. We have to know what happens.

Your goal is to create enough curiosity to disrupt the internal skeptical dialogue. Force your prospect to guess. Create the urgency for them to take action to find the answer.

7   One problem, one solution. Nothing less and nothing more.

Attention is an expensive commodity. Don't waste it. Use your limited time directing all your prospect's attention to the one shiny object you place in front of them.

Of course, this shiny object is that one big problem only you can solve. The more problems you put in front of your prospect, the harder it is for them to focus.

For that reason, stick with just one problem and one solution per email.

80% of your email should be devoted to describing this problem. The remaining 20% should be split between your solution and the call to action.

Again, resist the temptation to use the kitchen sink strategy. You can save your other solutions for the email sequence you'll develop later for all your non-responders.

8   One call to action. No more, no less.

One problem. One solution. One call to action.

The more options you put in front of your prospect, the harder it is for them to make a decision.

Stick with simplicity. If you want to set up a sales call, then ask for the meeting. Don't ask them for a meeting, a visit to your website, to fill out a form, and watch a video.   You will only create confusion and inaction by introducing too many options.

The only mistake you can make that is worse than including multiple calls to action is forgetting to include one at all. The cold email is where you turn cold leads into warm leads. If you don't ask your prospects to come in to the fire, then they'll simply stay out in the cold.

9   Supercharge your call to action by using a P.S.

While we all scan every email we receive, research shows the one section we almost always read word for word is the P.S.

Why? I have no idea. If I had to guess though, the P.S. is where we think we can get the most information in the least amount of time.

Use a P.S. as often as possible. The perfect P.S. includes your single problem, solution, and call to action in one or two simple sentences. It is the perfect trial close to secure enough agreement to get your prospect to start reading your email again from the first sentence.

P.S. - You want higher response rates? Write a P.S. designed to move your prospect's attention from here to the first sentence.

Always use your full signature in your email campaigns.

One of the hallmarks of SPAM emails is a signature without an address, phone number, company name, or website. If you look up at the sending email address, you will see it likely came through a third-party server.

You should always include a proper signature in your email. You are sending sharp personalized business emails to your handpicked prospects. Be sure to have all the information your normal emails would have. Most prospects will do a bit of digging before responding. Make it easy for them to check your company, website, and LinkedIn profile.

When you use the rules above, with a proper signature, and a thoroughly proofread and tested email you will be amazed at how you can 10X your responses.

Tools to 10X your cold email campaigns.

eGrabber - If you're not sending at least 500 emails a day, then you need to ramp it up. The more emails you send, the more sales you will make.

There are a few tools out there you can use to 10X your list building. We use eGrabber. As of December 2018, we have made $34 in revenue for every $1 we have spent with them.

The concept is simple: you search LinkedIn and download your leads. Hit another button and your eGrabber crawler collects email addresses for each prospect. You can also upload your own custom lists to grab emails.

All this is done in the background, so you are free to focus on the responses to your email campaigns. Not on spending your days trying to manually build prospecting lists.

You can learn more and set up a demo by emailing Sam at sam@egrabber.com. Be sure to mention code **khill_egrabber** to receive the same special pricing we receive.

Propeller - You'll need help managing your campaigns once you start sending out thousands of cold emails per day.

We use Propeller to create, set it and forget it, automated campaigns. Once your emails start blasting out you can track which prospects open, click, and reply back to your emails. From there you can use the CRM to track your opportunities.

Another clear advantage Propeller has over all other cold email software is it sends your emails directly from your email account. Most, if not all other email software sends your email through a third-party server which dramatically increases your chances of ending up in SPAM folders.

As if that were not enough, it's a phenomenal value at $35 per month with no caps on the amount of emails you can send. You can start your 14-day free trial of Propeller here, www.PropellerCRM.com.

A Few More Quick Tips to 10X Your Conversion Rates

Quick Tip #1 - The easiest method for customizing thousands of leads.

You can't really do individual research on thousands of leads. You can however do two quick edits that will make it appear to your prospect you've done your homework before you sent them an email.

The first is taking the official company name and editing down to its casual name. For example, Southwest Airlines, Co. becomes simply Southwest. Or General Electric Company becomes GE. When you insert this into a merge field in the subject line, body, or custom link it sounds like you have an intimate knowledge of the business.

The second is editing first names. Again, I always err on the side of the casual as opposed to the formal. My philosophy is "do I really want a customer who demands to be addressed as Benjamin instead of Ben?" Sounds like a problem customer to me.

By using the casual names of companies and prospects your email will feel just familiar enough to disrupt their internal skeptic dialogue.

Quick Tip #2 - Think of sentences as a string of teasers for a movie preview.

If you write every sentence as a teaser, curiosity naturally follows. Much like movie teasers where suspense builds until the final cliffhanger. Each of your sentences should build suspense until the final scene. Your call to action.

This isn't an easy task and takes plenty of practice and revision. Nothing good comes easy though. If a sentence isn't building suspense, get rid of it and write another one.

Don't worry about perfection, though. Create something good enough to test on your prospects. The market is a great teacher and you will learn more from trial and error than over planning and under executing.

The tracking feature of Propeller CRM comes in handy here as it allows you to see how many people are reading your emails. This is a powerful tool that can help you refine your approach with each wave of emails.

Quick Tip #3 - If they haven't opted out, then they are still interested.

Everyone has their own opinion on how many times to contact a prospect.

After sending more than a million B2B cold emails, I firmly believe, if a prospect doesn't ask to be removed, then they are interested in the information I'm sending.

We make sales every day to prospects who respond after receiving 30 or more emails from us over a period of a year or more.

The reason is simple: we are finally in the right place at the right time.

To generate a response, you need to present the right message, to the right prospect, at the right time. The first two you can control, the third is all about persistence.

This is where sending out cold emails in bulk pays off. By getting yourself in front of enough prospects, you can be certain a small percentage will have problems reaching critical mass constantly, creating a steady stream of responses.

About the Author
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Kevin Hill learned the ins and outs of cold emailing by launching a start-up in 2016, CarrierLists.com. After developing a successful email marketing strategy for this business, he created Bases Loaded Ventures which manages email campaigns for companies in several industries such as: investment banking, telecommunications, publishing, and logistics.

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