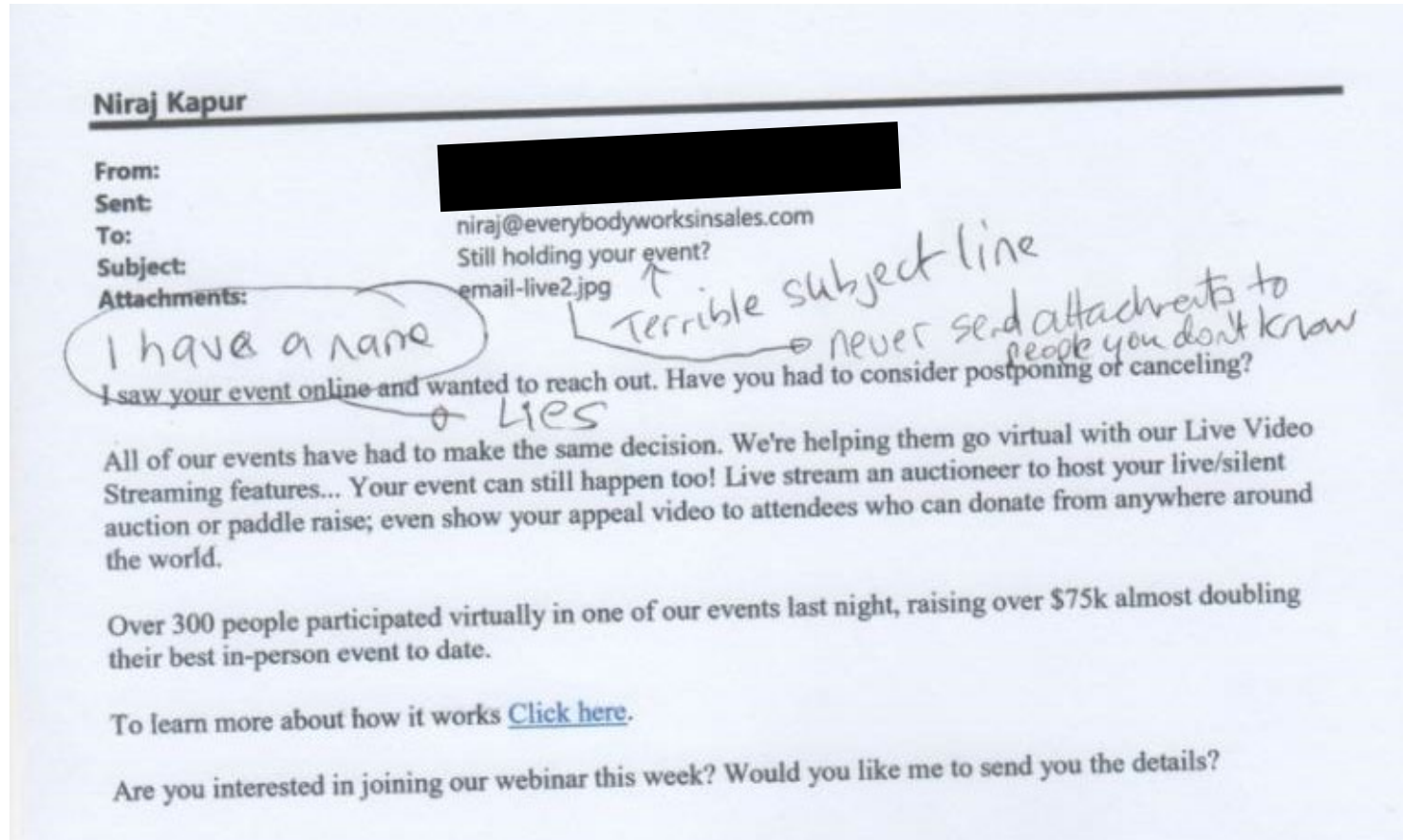


# How To Write An Effective Email

The last thing your clients need is  
more email.

So make the ones you send count.

# How To Write An Effective Email



An example of how **not** to write an email.

# How To Write An Effective Email

## 1. Have a Strong Subject Line

This is the first thing people see. Too many subject lines are boring or have too many words.

- Keep it to 6 words or less.
- Say something that will benefit the person reading the email.

# How To Write An Effective Email

## 2. No Attachments

Never send an attachment unless someone has asked for it.

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## 3. Always Mention the Client's Name

A person's name is the sweetest sound.

# How To Write An Effective Email

## 4. Don't Lie

In the email example I gave, they claim I have an online event. I don't!

When you lie, you lose all credibility and you will get blocked or ignored.

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## 5. Make a Personal Comment

If people make the effort to look at my website or LinkedIn profile, I engage with them and I am more likely to buy their services.

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## 6. Share Valuable Insight

People are more receptive, and appreciative, when you share information that will help them learn something new.



# How To Write An Effective Email

## 7. Have a PS at the end

It works wonders and increases response.

# If You Want RESULTS, contact me

- ✓ Sales Training
- ✓ 121 Mentoring
- ✓ LinkedIn Training
- ✓ Mindset and Goal Setting
- ✓ Overcoming Sales Objections
- ✓ Hitting Sales Targets

...and so much more



EVERYBODY  
**WORKS**  
IN SALES



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