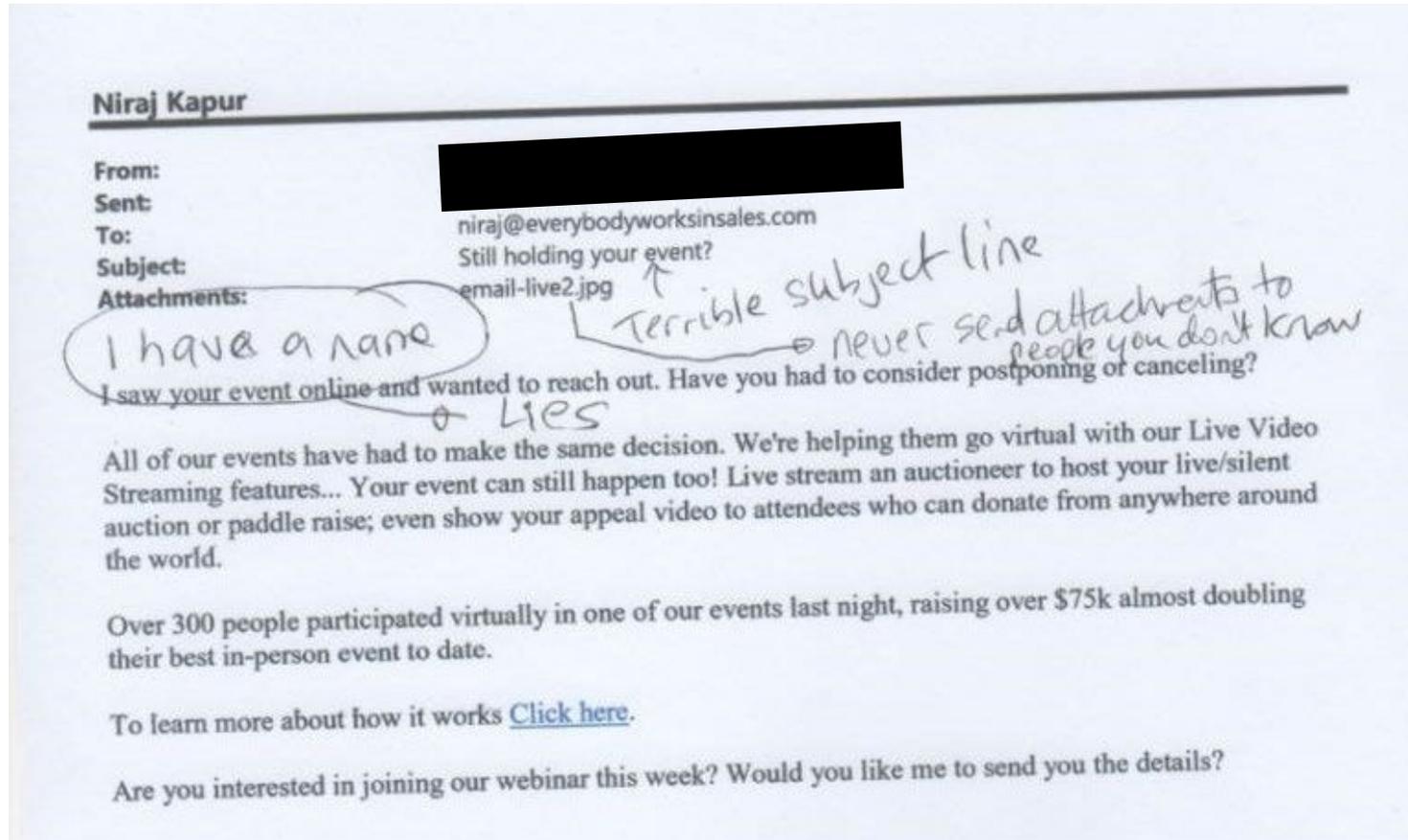


How To Write An Effective Email

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.

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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.

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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



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