

How to write an effective email

The last thing your clients
need is more email.
So make the ones you send
count.



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WORKS
IN SALES

LinkedIn & Sales Trainer



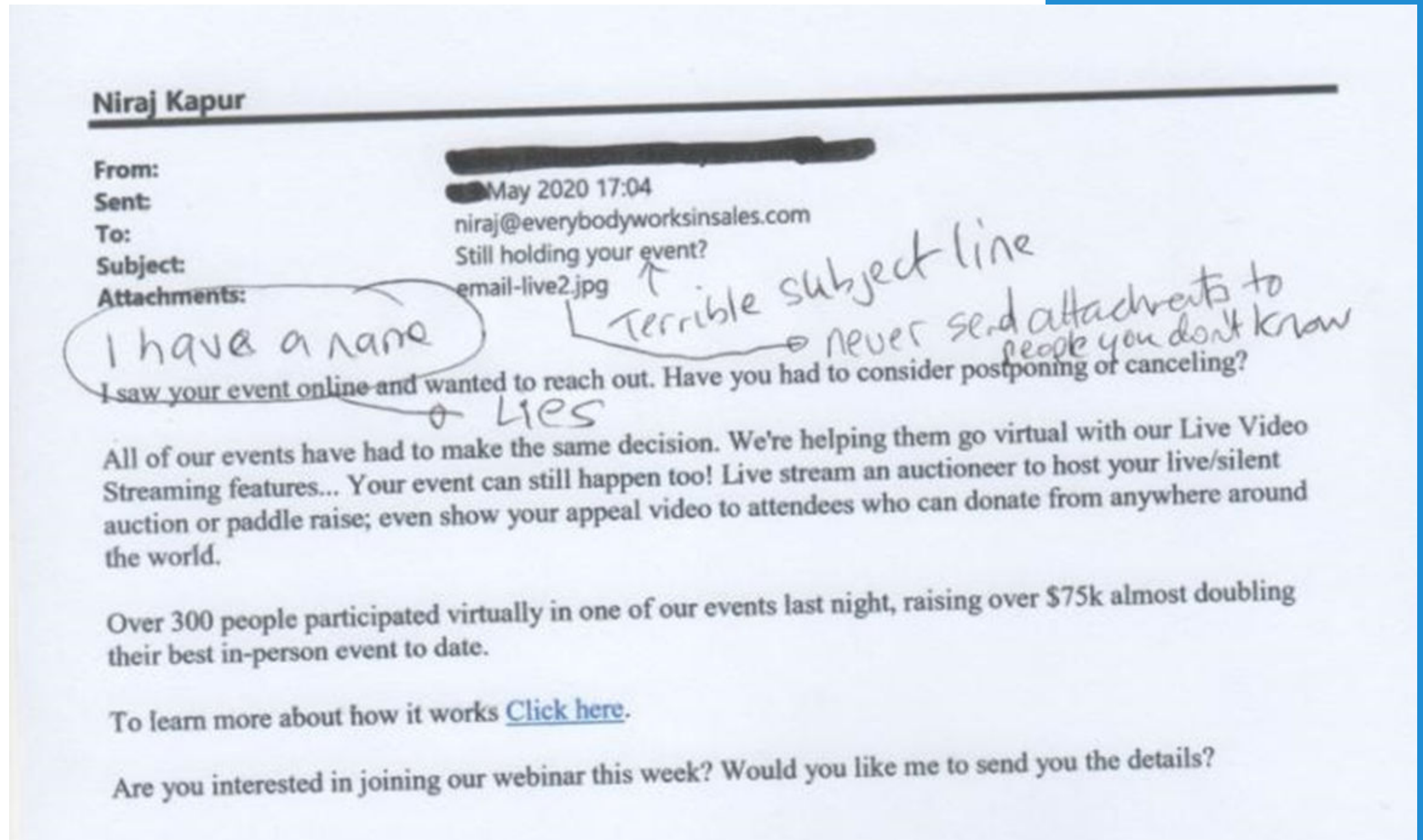
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How to write an effective email

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



How to write an effective email

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

No attachments

Never send an attachment unless someone has asked for it.

How to write an effective email

Always mention the client's name

A person's name is the sweetest sound.

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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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Make a personalised 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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Share valuable insight

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

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Have a PS at the end

It works wonders and increases response.

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Testimonial

I've been coached by Niraj since Jan 2022. Six months on and I've learnt a huge amount about soft skills and what it takes to be memorable.

I've become more composed, closed more deals, become more self-aware and confident. Niraj goes above and beyond.

Ehsan Ali

Account Executive, Ultimate AI

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Testimonial

“Sales is an art and teaching sales requires a great teacher.

Niraj is that teacher.

He gives and gives like no other. I've learned so much from him and highly recommend working with him.”

Talar Herculian Coursey

General Counsel

Author, Ralphy's Rules for Living the Good Life

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Work with me in 2023

To work with me, answer these 4 magic questions...

- Q1.** What do you want to achieve in 2023?
- Q2.** Why do you want to achieve it?
- Q3.** How committed are you on a scale of 1-10 to making that happen?
- Q4.** What is your deadline?

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Email your answers to:
niraj@everybodyworksinsales.com



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If you want better RESULTS in 2023

- ✓ LinkedIn Training
- ✓ Sales Training
- ✓ Mindset and Goal Setting
- ✓ Overcoming Sales Objections
- ✓ Hitting Sales Targets in 2023

...and so much more!

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