

EMAIL PROSPECTING CHECKLIST



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Checklist

- 1 Will the prospect be able to read the entire email on a smartphone with only **“one swipe?”**
- 2 **Have I kept the email short** enough so the prospect doesn't have enough information to make their final decision without talking with me first?
- 3 **Do the first 8-10 words** of the email grab the prospect's attention?
- 4 **Have I included a compelling reason** / call to action for the prospect to contact me?
- 5 **Have I asked the prospect to call me** and have I given them my phone number?
- 6 **Am I providing the prospect with new information** / insights / questions they will find valuable?
- 7 **Is the subject truly compelling** for the person receiving it?
- 8 **What is my follow-up plan?** Am I following the two key words found on every bottle of shampoo: rinse and repeat?
- 9 **Have I made sure I'm not wasting words** by adding unnecessary information about me or my company?
- 10 **What does the email look like** when I send it to myself and view it on a smartphone or tablet?



For additional prospecting insights, check out Mark Hunter, "The Sales Hunter," at:

<https://thesaleshunter.com>



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