

The Ultimate **Email Prospecting Guide**

by **THE SALES HUNTER**



A note from The Sales Hunter

You and I both know email prospecting is important, but complex. Achieving engagement through your emails, and eventually closing sales, requires **consistency** and **strategy**. Understandably, it's frustrating when your efforts don't produce any fruit. So, what if you're saying the *wrong* thing to the *wrong* people at the *wrong* time?

This ebook will guide you through planning your emails with regard to what kind of content you'll share, your intended recipients, and when. I'll share important elements you must determine before you hit send, as well as how to bring new value to each email. Finally, we'll cover what goes in the email, your call to action, and how to evaluate the success of your emails.

You're just a few pages away from crafting effective emails with confidence. Let's get to work!



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BASED ON THE SALES HUNTER UNIVERSITY'S EMAIL PROSPECTING MASTERCLASS.

Tight ICP versus Broad ICP

Who exactly am I emailing?

First, let's identify our **intended audience**, which could be one of your **ICPs**. Your ICP is your Ideal Customer Profile. You might have 1-2 profiles that you consider while prospecting. Before you prospect anyone, you must think about "What does my ideal customer look like?" and "Do I have the ability to achieve their desired outcome(s)?"

IF YOU'D LIKE TO GO MORE IN-DEPTH ON THIS TOPIC, CHECK OUT THE [IDEAL CUSTOMER PROFILE MASTERCLASS](#) FOUND AT THE SALES HUNTER UNIVERSITY.

Once you've determined your ICP, this is going to help you determine **how specific your messaging can be**. If you have a tight ICP, you can share information that is very specific to their needs. If it's a little broader, you may need to focus more on the industry.

The more focused I can make my email, the better.



Am I Converting or Am I Educating?

Now that we've established our audience, it's time to **define the purpose of this email**.

→ When You're Converting

If in order to get my product in, they'd have to kick someone else's product out, I'm **converting**. That means my emails should focus on talking points that show them how what *I sell* is going to be *different*, or how *simple* it will be to convert.

If customers are already buying what I'm selling, and they're familiar with how to use it, then I can make my email more direct about getting to the sale. Even my email cadence is going to be much more **direct**, and more **frequent**.



Am I Converting or Am I Educating?



When You're Educating

On the other hand, if I'm **educating**, the prospect doesn't know what I do. They don't know the product or the service, so now I have to take a broader perspective from the start.

My email process will be **longer**, and my email cadence will include more webinars and phone calls because I need to educate the customer. I want them to gain confidence in me through the information I share, too.



When Should I Email? And How Often?



IF YOU HAVE THE ABILITY TO HELP SOMEONE, THEN IT IS YOUR RESPONSIBILITY TO REACH OUT TO THEM. FAILING TO DO SO IS LETTING THE OTHER PERSON DOWN.

- MARK HUNTER, THE SALES HUNTER



The Integration Method

In our post-pandemic world, a lot of things have changed. Everything is very fast-paced now. That means if I email you, I'm also going to call you within a 2-hour time window.

Or in contrast, if I speak with you on the phone, I'm going to email you as well within that same 2-hour time window. This is a strategy that I recommend to a lot of people who want to get in somewhere quickly. After this integration method, I wait three days. Then I do it again.



When Should I Email? And How Often?

Rule of Threes

I keep going with this 3-day rotation for all of my contacts. What's nice is, if you do it correctly, it means you don't have to send an email to every contact each time; you do 33% on one day, another 33% on the second day, and then the final 33%.

Congratulations, you've now organized three groups into this 3-day cycle! This can help you keep better track of who and when.

The only exceptions to this method would be:

1. If you're dealing with someone higher up the food chain. If I'm dealing directly with a director or a VP, I recommend creating a 6-day cycle.
2. If you're doing a mass marketing campaign, you simply can't integrate each email with a phone call. I recommend no less than every other week, otherwise people will forget about you.

What Are the Best Days and Times to Send Emails?

This goes back to whether you are *educating* or *converting*. Also, the “rules” are different for targeted versus mass emails.

A lot of people say: “Don’t email on Monday morning! Don’t email on Friday afternoon!” Well, if I am **converting**, and they have a frequent buying decision to make, Monday morning is a great option. However, if I am **educating**, I’m definitely *not* going to send it Monday morning.



Sending Mass Emails

The best days to send mass emails are Tuesdays and Wednesdays. However, since so many know this now, Tuesdays are getting very cluttered. For my own business, we’ve chosen to go with Wednesdays for our weekly emails for this very reason.



What Are the Best Days and Times to Send Emails?

Sending Targeted Emails

For targeted emails, I've found unexpected success sending emails on Friday afternoons! Especially if it's later in my email cycle, and I haven't reached that person on a Tuesday or a Wednesday, I figure I've got nothing to lose. I might email that person at 1:00 p.m. on Friday afternoon, and call them at 3:00 p.m. (remember the integration method). Guess what I've found: **just as I'm still working, so are they.**

Of course, any mass email campaign sent on a Friday afternoon or on the weekend is going to bomb. However, you might be surprised by the amount of success you get sending a focused email to those in the C-suite on a Saturday morning. They might not be working *in* the business, but those individuals are probably working *on* the business.



What Are the Best Days and Times to Send Emails?

Sending Targeted Emails cont'd

In fact, when I send early morning emails on a Saturday to the owner of a company, I'll often get a response by 8:00 a.m. I believe it leaves a good impression; it shows them you're dedicated. If you get a response, congratulations! But don't wait until Monday to respond. You've got to respond right away.

I *don't* find this same strategy works with mid-level managers. These individuals tend to be younger, which means they're out living life on a Saturday. Nevertheless, if I send my email on Sunday afternoon, that's when they are checking back in and preparing for the week ahead.



How to Bring New Value to Each Email

If you're sending the same messages over and over, there's not much difference between you and a robot. Prospecting requires a human touch, and you can do that by always bringing *something of value* to each email you send.



THE DAYS OF ABC-ALWAYS BE
CLOSING-ARE GONE. ABC IS NOW ABV:
ALWAYS BRING VALUE.

- MARK HUNTER, THE SALES HUNTER



Step 1: Always be learning

I'm always learning about the industry because that way I have *insights* to share. In fact, you can bring value to your customers by **sharing insights and information** they are not tuned in to. This is a great way to bring value and be seen as a sales leader, too.

Soon enough, if you keep learning and doing your homework, you can become a Subject Matter Expert (SME). Believe me, when you're seen as an SME, doors open for you.

How to Bring New Value to Each Email

Step 2: Ask more questions

I like to start by asking more questions. In fact, I'm curious about everything. I can **understand** what the customer is looking for by asking questions and really listening to their answers. But I also want to know:

- What are the other players involved?
- Who is my customer's customer's customer?
- What kind of outcome do they hope for?



Step 3: Be customer focused

I cannot bring value unless I am customer focused. The main goal of each email must be to understand them and their needs better, and to gain and share information that helps my customer. With each email, I want to continue a **two-sided conversation**.

How to Bring New Value to Each Email

Step 3: Be customer focused (cont'd)

As a matter of fact, through communicating with a prospect, I may identify a *different* solution that they weren't expecting. It is amazing how much long-term value we create when we seek **a different solution**, which could mean a different outcome, too. We help the customer, and as a result, they gain a greater appreciation for us.

Think about this: *What would happen if your customers actually looked forward to the emails you send because of the value they bring to their day?*

That should be the goal.



Email Phrases to Use

✓ 1. Ask people their opinion.

Everyone likes to share their opinion. Even you. However, this is a great opportunity to listen, or in the case of email, wait and read, for the prospect to identify their needs and challenges. Of course, this lends itself well to a phone conversation, too.

✓ 2. Ask them their views.

“What are your views on this? I'd like to understand how you feel about this...”

Whether they realize it deep down or not, people really want to communicate. Allow them to dialogue with you. This may be the spark to get them to respond to you, or for them to see you differently. Remember, your objective is that they see you not as a vendor, but as a partner they want to work with.

✓ 3. Ask a question.

Email is not show and tell time. Asking more questions will help you focus on not making the email about you or your company. Email prospecting is about helping people think. A great way to achieve that is by asking a question.

Email Phrases to Use

✓ 4. Repeat something they shared with you earlier.

They may have shared something in a phone call you had with them, or maybe even an email exchange that goes back a year or so earlier. Put that back in the email.

When you put something into an email that is specific to what they shared with you earlier, they think, "Wow. This person actually cares. This person actually listens. This person values my opinion and wants my views."

✓ 5. Use industry terms.

Use an industry term, and you're automatically seen as an insider. It raises your credibility. However, make sure you know the industry. The worst thing you can do is quote a term or use a phrase out of context regarding the industry. That's why I advocate for targeting a specific audience that you *know*, and *believe you can help*.



Email Phrases to Use

6. Reference a person they respect.

They don't even have to know them. Now if they know them, that's great, but if they respect them, that works too.

It may be the head of the trade association. It may be someone else who is successful in the industry. Reference that person. Again, it demonstrates that you know the world that they're coming from.

Or, you may know that they're into sports or they're into another niche and you reference a person. What you're trying to do is get them to realize that you've done some homework on them.

7. Use their name.

Don't just use it once, use it twice. A lot of automated email systems will put your person's first name up at the top. That's great. But put their name somewhere else in that email. It demonstrates that you really care about their opinion, and this email is to them, not to 10,000 people.

Email Phrases to Use

✓ 8. State a number or a list.

When you mention a number, then you have something definitive to share.

- “Hey, we just got the new report on these 3 things... Call me and I'll be happy to share it with you.”
- “I've got these 5 things that are new standards... I'll be happy to share them with you. Call me.”

Again, it's of interest to them, and numbers spark something in people.

✓ 9. State a specific date.

The specific date might be the end of the month, or a key thing coming up. This triggers a reader, because it begins to create a sense of urgency. If a prospect shows **no urgency** in doing business with you, that should be a red flag.

✓ 10. Include a specific activity in the company.

There may be an event that just occurred in the company. Mention it in the email. This allows them to see that you've done your homework, and you understand them. That kind of personal connection is key for you.

What is Your CTA?

A CTA is a clear and concise Call to Action.

What do you want the prospect to do next?

CTA Dos

Do include *one* call to action, not multiple. It's not "go to my website," and "download this," and "go do this." Keep it simple, the call to action should be to engage with *you*. I think the best way is to ask them to **call you**. Because honestly, if they want to go to your website, they will on their own.

Do create interest in the next step. You create a little interest in the first email, and then again in the second, third, and fourth emails. In fact, it may be several emails and phone calls before they finally engage with you—especially if you are educating instead of converting.

Read more about Am I Converting or Am I Educating? on page 5.



What is Your CTA?

CTA Don'ts

Do not give them so much information that they can make a decision without you. Because what if that decision is that they won't be working with you? Not exactly ideal.

Do not tell them you're going to call them, because now you just gave them an out. If you tell them, "I'll follow up with you..." and if there was somehow any hope that they were going to reach out to you, *it's gone now*.

As infrequently as prospects actually call you, it's still something you should try to achieve with your email. Because if they call you, you automatically know that they're more engaged, *and* that it's a convenient time for them to speak.



Email Phrases to Avoid

1. "I" or "me"

You cannot be the focus of the email. It's about the prospect. Leave the personal pronouns for family emails, and just go ahead and send them to your website if they *must* know more about you.

2. "Just checking in..."

Excuse me, but “just checking in” is what I normally do at a hotel. “Just checking in” is dumb. What that says is you don't have anything of additional value to share.

3. "In case you missed my earlier email..."

There are plenty of other versions of this phrase. If you're writing this, you are being lazy *and* you're confirming to the prospect that you send bad emails. In fact, they probably saw the first email, thought it was bad, and chose not to respond.

You can do better than that. Instead, *bring new value* with each prospecting email you send out.

Reread how to bring new value to each email you send on page 12.

Email Phrases to Avoid

❌ 4. "I'm sure you didn't get time to read this."

People are not sitting around waiting to read your bad emails, and now you're calling it out on them? Never recycle or resend the same message. That brings no new value.

❌ 5. "Give me a heads up when you're ready to talk."

Don't waste time with lines like this. Instead, create a sense of urgency as to *why* they should call you. I have a lot of people who will send me those notes. And you know what, I'm never going to reach out to them. Why should I? Your message should motivate the customer to engage with you.



Email Phrases to Avoid

6. "This will be the last email I send you."

The proverbial breakup email. Some might profess they get a very high response from an email like this. However, of those responses, how many convert?

My whole goal with a prospecting email is to set you up to become a customer, not to have a conversation with me that doesn't go anywhere.

I have people who will consult me, "Hey Mark, we sent that email out, the open rate was amazing, and we've gotten an amazing response." I say, "Great. Terrific. **What percentage has gone on to convert?**" And I always wind up with, "We don't know."

It just doesn't happen. It may create a high engagement rate, but it doesn't create a conversion rate, which is what you really want.

7. "How's your day going?"

In an email, this question is worse than it is on a phone call. Why do you care about how my day is going? Be honest, you really don't. This is not the first time your prospect has ever received an email. They're not going to want to respond to a, "How are you?"

Email Phrases to Avoid

8. "How's business?"

Again, why should I share with you? Don't ask about things they know you don't care about.

9. "I'm not sure you're the right person I should be emailing."

I've had plenty of people say, "This really works, it helps me break through." This is a desperate email. It simply doesn't fly. Instead, do your homework and you'll create engagement.

Read more about locating emails in the next section.

10. Trying to be funny or cute.

You may think you're funny or cute, but the person receiving it doesn't. This is neither the time, nor the era, to sit there and think, "I'm going to try to crack a joke on this."

It just does not work, and could make a terrible impression. Remember, it only takes one negative interaction to tank your reputation with a prospect. That could take a long time to rebuild!

Locating Emails

A lot of us have multiple emails. Perhaps you have one that you only use for subscriptions or other junk. These emails do you no good, so how can you locate an email that will truly reach the individual you want to prospect?



LinkedIn is a great place for finding an email that works. Many people list an email on their contact info section, but oftentimes even this email is bogus. If they don't list a company email, I search for other people in that company. I know that *someone* is going to list their company email in their contact info, and I can use that as an example. Now I know if it's first initial.last name, or first and last name before the company name.

I most certainly cannot take the email listed in their contact info to the bank if it's a @yahoo or an @gmail. But I will send one there if I simply can't find any other source.

Helpful Email Tools

Believe me, I've tried many, but the most universal email tool I like is [Hunter.io](#). It does a really good job of confirming whether an email is active or not. I believe it's worthwhile to buy the paid version, because your time is worth more than the subscription. **Don't skimp** on a tool that's going to help you prospect more effectively.

[ZoomInfo](#) is another great tool. Albeit much more expensive, I know small companies with as few as four salespeople that use ZoomInfo because they feel it has paid for itself. It allows you to be very efficient. It's a beautiful thing, because it doesn't just include emails, but also phone numbers, titles, addresses, etc.

There are plenty of apps that appear out there, but I recommend proceeding with **caution**. Oftentimes, apps will pop up with big promises, but then be flagged and shut down by Google because they were doing something sketchy and illegal behind the scenes.

Use something that is reputable, like those I've mentioned above, as well as [SamRichter.com](#) or [Hubspot](#).



Before You Send Checklist

Before you send your next email, let's study it from top to bottom. Soon, these elements will become second nature for all your prospecting emails.



Will the subject line generate interest?

That subject line must connect with them in some way, or they'll never read the email.

Does the first sentence create a hook?

If you read an email on a smart device, you're only seeing a part of it. So, if that subject line or that first sentence doesn't pull you in, they're not going to read further.

Is it timely or current?

If it doesn't fit into that person's top priorities, they're not going to spend time on it.

Have I followed the one-swipe rule?

The **one-swipe rule** is if you can't read the email with only one swipe on your smartphone, it's too long.

Before You Send Checklist



Is the CTA (Call to Action) clear?

Focus on what is the exact next step. Choose one clear and concise CTA, not multiple.

Revisit writing effective CTAs on page 19.

Am I using the person's name twice?

Automated systems make using the prospect's name once too easy. Using it twice makes the email seem more personal. It changes from an email to thousands to just him or her.

Is the email message focused on one thing?

Don't offer up a buffet of five or six things. Concentrate on one thing. If it's too complicated, the customer's not going to read it.

Have I eliminated all non-confident sales speak?

Double-check via the Email Phrases to Avoid section on page 21.

Before You Send Checklist



Do I have a clear next step in the cadence?

After I send out a prospecting email, what comes next? Is it a phone call?

Do I know how I will measure results?

Do these prospecting emails ultimately result in qualified prospects? That's a measurement worth studying.

Integrating Email with Calls, Social Media, and Text Messaging

Don't think for a moment that you're going to monitor results just by sending out emails—it's in conjunction with everything else.

Each email is just one part of your prospecting campaign.

It's not always about the numbers. I find more success by integrating my emails with phone calls, social media, and text messaging. I might send an email and get crickets. But then I follow up via phone or text message and I get a response. They may even mention that they got my email. Now I've got an idea of the success of that email.

For a mass email campaign, I may not be able to gauge results with just the email. But when I post that same email on social media sites like LinkedIn, I can see what kind of traction it gets there. What kind of comments does it receive? I use that intel, and put it back into my next email.



Have a Next Step

Rinse and repeat. Email prospecting cannot be one and done.

I'm going to send out this email, but *what's next*? Well I might call them two hours later. Then I'll repeat the process in three days. Whatever it is, I need to have this clear in my mind.

How will I monitor my results?

Am I going to measure results over a period of an entire cadence?

In other words, my entire cadence may include six emails, six phone calls, and three social media messages. I need to know at which point I'm going to take a step back and analyze the results of my efforts.

Do these emails ultimately result in qualified prospects?

It's a little different for mass email campaigns. People send out 20 emails and they say, "Well, I didn't get a response. So that email must not work."

I don't think 20 emails is going to be enough to draw any conclusions. You see, the statistical numbers are working against you. You have to get into the hundreds of emails before you can even begin to think that you have the ability to draw a conclusion.

Email Follow-up

“

SELLING IS ABOUT HELPING OUR CUSTOMERS ACHIEVE SOMETHING THEY DID NOT THINK WAS POSSIBLE.

- MARK HUNTER, THE SALES HUNTER

”

There are definite ways that you'll want to keep the prospect engaged throughout the process. If after the initial contact you lose sight of the plan, you lose everything. You really can't afford that.

To keep the prospect engaged, I recommend trying strategies such as **asking the unexpected**, or **asking their opinion** on something. Both questions garner a good response rate. You can also involve more people by bringing in subject matter experts, or talking to more than one person in the organization. There are bound to be multiple decision makers!

One of the most important things to remember is that these emails *are not about you*. And they're not about your company, either. Instead, **focus on the prospect's needs**, and if you've had any kind of contact with them whatsoever, use that information in your emails.

Whatever they may have shared with you, replay what they said. It shows them that you were listening, and you're focused on truly helping them achieve the outcome they seek. Build on their comments and you are much more likely to gain their respect.

Email Follow-up

Of course, there are always the strategies of **risk** and **urgency**. Many times, people will make a risky decision only when they feel it's risky if they *don't* make a decision. Likewise, urgency can be a crucial component in follow-up and keeping the prospect engaged. The prospect may not be aware of either, so reminding them of the risk, or the urgency to make a decision can move the process along.

IF YOU WANT MORE TRAINING ON THIS TOPIC, CHECK OUT [THE FOLLOWING UP WITH PROSPECTS MASTERCLASS](#) FOUND AT THE SALES HUNTER UNIVERSITY.

Why do prospects fail to respond?

If they can't see the **value** you're going to deliver right away, you're dead in the water. The value is in the **benefit and the outcome** they're going to receive. You have to make sure they can understand that clearly.

Do they seem uninterested?

It may be they're not the decision maker, or other things are occurring within the company. However, typically you haven't made it engaging enough for them, or even *about them* enough. If you're not bringing **new insights** to the table, you can forget it because so will they.

CONCLUSION

Congratulations on finishing this ebook!

My hope is that you can take nuggets and apply your new knowledge and strategies *this week*. Email prospecting is still very effective, and you can be too.

You are now equipped to send your prospects emails that intrigue and engage them. You have the know-how to consistently send emails that your prospects don't just *want* to open, but *look forward to* because of the value you bring with each one.

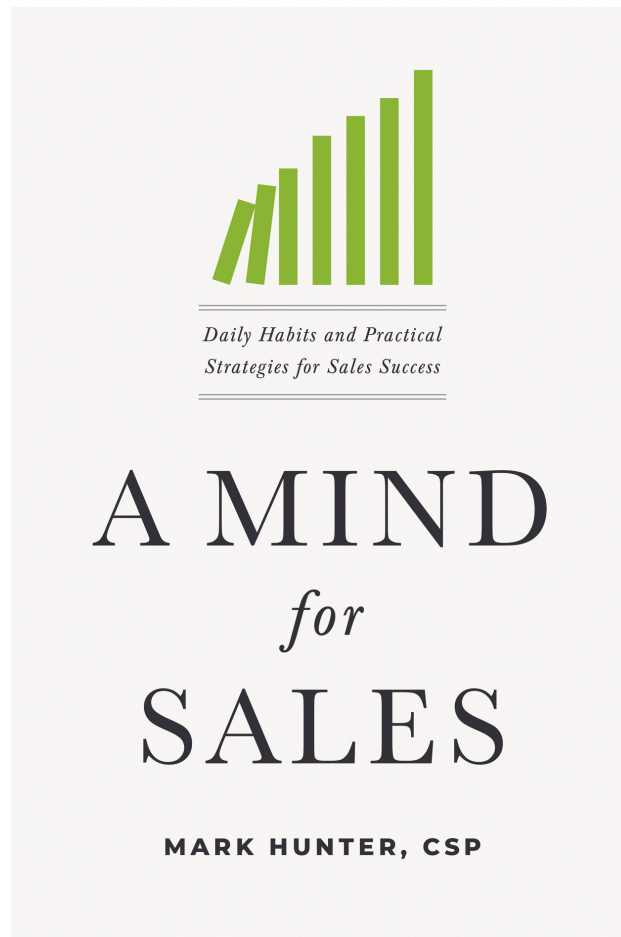
I invite you to share this with a friend, colleague, or your sales team, so they too can improve their email prospecting skills. Learn more [here](#).

To continue working those sales muscles, I can't recommend enough [The Sales Hunter University](#). This is my award-winning platform designed for individuals who want on-demand sales training. The content and courses available at TSHU are perfect for sales teams, managers, or driven individuals.

You can get my Weekly Sales Kickoff email every week in [Level 1](#), or this *plus* access to the Sales Vault of information via documents, courses, and videos in [Level 2](#).

OR you can truly level up, and choose [Level 3 - All Access](#). This gives you everything I've mentioned in Levels 1 & 2, plus unlimited access to **every masterclass ever offered**, monthly **office hours**, and **coaching with me**. This way I can get to know you better, and help you more personally.

Learn more about how to enroll at <https://learn.thesaleshunter.com>.



[A Mind for Sales](#) belongs on your reading list. This book will inspire and prepare you to form the new thoughts and strategies you need to maximize productivity.

This book is for salespeople tired of feeling stressed out, burned out, and bummed that their customers don't want to hear from them. *A Mind for Sales* is your guide to develop a success mindset, and the habits required to breakthrough to a whole new level of sales performance.

Find your copy on [Amazon](#) or at [Barnes and Noble](#).