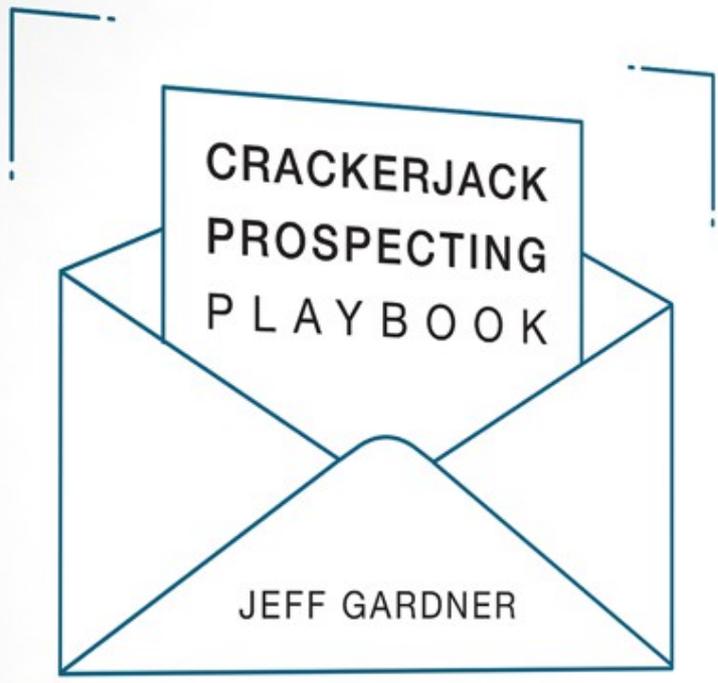


CRACKERJACK PROSPECTING PLAYBOOK
JEFF GARDNER



**Attract More Customers And Clients With
Short, Simple, And Ethical Emails**

For self-employed B2B professionals
who need new clients, but hate "selling"

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Preface

I have a question for you ...

Do you need more clients, but don't have much time or money to invest getting them?

Do you hate prospecting for new clients?

If so, you're in the right place.

The fact is many self-employed B2B freelancers, solo professionals, and small professional and business services firms find prospecting for new clients time-consuming, really awkward, and ultimately not very effective.

But imagine if prospecting for new clients wasn't like that.

Imagine in your mind's eye if you could easily create a list of your ideal prospects, quickly find their email addresses, contact them with a simple and ethical email that introduces you and your services, and land a brand new client – this week!

Without having to do or say anything that's uncomfortable, unethical, or exposes you to unpleasant rejection.

Well, that's what the **Crackerjack Prospecting Playbook** is all about.

And I designed it specifically for self-employed B2B professionals – freelancers, consultants, designers, copywriters, advisors, etc. – who need to prospect for new clients, but hate “selling”.

Finally, here's a prospecting method that makes sense for B2B solo professionals, consultants, and professional and business services firms.

Prospecting doesn't have to be about “cold calling” and begging for business.

Who wants to do that?

Prospecting is simply the process of introducing yourself to people who are likely to be interested in your services; usually via short, simple, and ethical emails.

It's not complicated. And in the Crackerjack Prospecting Playbook, I'll teach you exactly how to attract clients using short, simple and ethical emails – easily and painlessly.

Here's what you'll discover inside...

- A simple strategy for identifying prospects that are most likely to be receptive to hearing from you.
- A quick and easy way to find the email addresses of your prospects.
- Exactly what to say in your prospecting emails, and how to say it.
- A simple way to speak naturally and confidently to prospects, so they respond positively and pleasantly. (You'll rarely, if ever, experience rejection using these methods.)
- A great technique for getting others to introduce you to prospects (which increases your chances of success ten-fold.)
- How to plan your prospecting activities so that, in just 30 minutes a day, you'll be able to land at least one hot prospect or new client each week.

You also get ready-made scripts and email templates, which you can use as models to create your own highly-effective prospecting emails.

These will save you a lot of time, and ensure that when you email a prospect, you're saying the right things in the right way — and getting the best results.

The FASTEST Way to Land New Clients

There's no doubt about it.

Compared to any other marketing strategy – SEO, social media, networking, you name it – prospecting is by far the fastest way to land new clients.

It's time-consuming, yes, but fast.

And you can easily outsource it if you wish.

Think about it.

You could call or email a potential client today, have a discussion about their needs and your services, and get hired that same day!

That's a big advantage that's tough to ignore, especially when you need to land a couple of new clients fairly quickly.

Just for Self-Employed B2B Professionals

As a solo professional, freelancer, coach, or consultant; even if you could, you don't want to come across as an aggressive sales person.

That never works for people like us.

In fact, being “salesy” in any way will likely leave a bad impression and may even close to the door permanently to ever doing business with that prospect.

Ouch!

The Crackerjack Prospecting Playbook methodology is different.

I teach you how to use email to reach out to new prospects – and do so in a way that is ethical, positions you as an expert, and builds relationships.

Are you ready to get started?

Let's dive in!

Introduction

Even though it was 25 years ago, I remember vividly the first time I did any type of prospecting for my business.

I had read this book by this famous sales trainer.

He was promoting the idea of making 15 cold telephone calls a day.

This is back in the early 1990s before the internet became popular.

Back then, the options to reach prospects directly were limited to the phone and direct mail.

So he promoted making these 15 calls a day.

He said that if you make just 15 cold calls a day, you'll never have to worry about getting clients again.

You'll have all the clients that you'll ever need.

And at that time in my business when I was just starting out getting all the clients that I needed through the simple 15 dials a day strategy, was really appealing to me.

It sounded pretty attractive.

So I decided to give it a try.

I followed his approach to the letter.

Now, this sales trainer taught a really hardcore approach to cold calling.

It was the kind of cold calling that professional sales people did.

After all, his book was for professional sales people.

It wasn't for solo B2B professionals unaccustomed to selling like I was at the time.

Frankly, professional sales people are supposed to have thick skins aren't they?

They're used to facing a lot of rejection.

In fact, for sales people it's sometimes a badge of honor to be constantly rejected

and beat up a little bit while they're working the phone and doing prospecting and making sales.

It's a little like being a line-backer at a football game and you take a hit and you get your bruises and then at the bar that night you brag about them to all your friends.

So this type of cold calling that this sales trainer was teaching was a lot like that.

If you got hurt, if you got roughed up, if you got some really bad experiences from cold calling, if some of the prospects treated you harshly well you just sucked it up and played on.

You played hurt and that was a badge of honor.

It was considered par for the course and okay to be beat up by the process.

So I did that.

I did this type of hardcore cold calling, calling stranger after stranger after stranger and deliver my scripted spiel to every one of them for about two months.

And here's what I learned from the experience.

First of all, I learned that these types of calls were really tough to do.

I mean I wasn't a professional sales person.

I was promoting my own business as a self-employed B2B professional.

I found these calls were really tough to do.

Rarely did I look forward to doing them.

Even after doing them for a couple of weeks, they never seemed to get any easier.

Frankly, I dreaded picking up the phone.

Secondly, every time I made a call and actually reached a prospect, I always felt like I was in a weak position with that prospect.

I was always worried that I looked like I was desperate for work.

Even though I was phoning them because I needed the business at the time, I

certainly didn't want to communicate neediness or desperation to the prospect.

That aspect of the process didn't sit well with me; seen to be in a weak position that was like: "Oh I'm looking for work. Do you have any work available for me."

That didn't feel right, or at all comfortable.

I wanted to be seen as an expert at what I did as a successful professional because that's the type of person that clients hire.

I didn't want to seem like this person who was desperate for work and because that's what cold calling did, I didn't like it.

So those are the two things that I really didn't like about that type of cold calling, but to be fair, it did have some positive aspects as well.

First of all, when I made those 15 dials every day, every time I did that, it felt really good. I really got this sense of accomplishment.

I really felt like I'd made a big step towards meeting some new prospects, generating some momentum, and getting closer to securing some new client engagements because I'd made those 15 calls every day.

It was a huge sense of accomplishment.

And I knew it was helping to build my business.

And the second thing I learned is that things started happening for my business fairly quickly once I got serious about it and stopped fluffing around.

It took about three weeks before I started to see any significant results.

But I did see results.

And it's good that I stuck it out for that third week.

I was actually thinking of giving up after two weeks.

But I'm glad that I didn't because it was during that third week when things started to happen.

During that third week of prospecting every day, a few prospects started to call me back and I quoted a few projects.

And low and behold, I remember distinctly by the fourth week, I'd landed a \$10,000 project with a brand new client because of my cold calling efforts.

So I knew that it worked.

I did it for about a month and it really worked well for me.

And after a couple of months my business started to boom.

Guess what I did next?

I stopped prospecting. I didn't like prospecting anyway so I stopped.

That was a big, BIG, **BIG** mistake.

I'd landed those couple of brand new clients and was also getting a lot more referrals and word-of-mouth business.

So I stopped prospecting despite all the good things that prospecting was doing for my business.

And the main reason for that is that, although I liked the results I got from prospecting, I just didn't like the process.

I just didn't like cold calling.

That hardcore sales process wasn't really for me back then.

So I stopped doing it.

The main reason I made that decision was that I was prospecting the painful way, rather than the painless way, which I'm going to show you in just a few moments.

Now fast forward a few years, and I'm much more successful in my business.

I'm getting most of my business via referrals and repeat business.

But then, I decided to approach a brand new niche market, with a new kind of service.

And it was a niche market where I wasn't well known and didn't have any contacts.

I decided to take a look at prospecting again.

It worked for me years earlier, why wouldn't it work for me again?

But I didn't want to do prospecting the way I did it before because it was just too painful. I just didn't want to do that hardcore cold calling again.

So what I did is I started researching various ways of prospecting.

I had some criteria in mind.

I wanted to find an approach to prospecting that maintained my positioning as an expert in front of my target audience.

I never wanted to seem like I was desperate, or desperate for work, in any way.

The truth was, I wasn't desperate for work.

I just wanted to attract my ideal clients in a particular new niche market.

So I wanted to be positioned as an expert every time, and to be seen as an expert by my prospects.

And the second criteria I had was that the type of prospecting I did had to be easy, ethical, and relatively painless - yet still very, very effective.

Now I realize that with some prospecting there's always some discomfort, but I wanted prospecting to at least be relatively painless, ethical, and easy to do.

I didn't want to face each day with dread thinking: "Oh no, I have to make a bunch of calls or something like that."

I wanted the prospecting techniques to be easy, ethical, and relatively painless.

And a final criterion I had was that whatever approach I decided to use, it had to work really, really well.

That's because I didn't want to prospect a lot. Or build a big prospecting team.

I wanted this prospecting approach to be so effective that I didn't have to do a lot of it in order to get good results.

I'd raised the bar pretty high don't you think?

The prospecting had to be easy, ethical, and relatively painless for me to do, it had

to be very effective, and I had to be positioned as an expert in front of my ideal prospects.

I was asking a lot.

So I went on this journey and read everything I could about prospecting, talked to other prospecting experts, and interviewed other self-employed B2B professionals who were all using prospecting effectively.

I tried out a lot of different things.

And over the last several years, I've developed a prospecting system that actually meets all those criteria.

That is... easy to do, ethical, hyper-effective, and that positions me in front of my ideal prospects as an expert.

This prospecting system is working really well for me and the Members of the Crackerjack Prospecting Academy.

And the Crackerjack Prospecting Playbook is about me sharing with you these prospecting techniques and coaching you in how to use them effectively in your own business.

So that's the short version of the story of how I developed the Crackerjack Prospecting system for self-employed B2B professionals and small B2B professional services firms.

When you're ready, move on to the first Chapter and we'll start getting into the nuts and bolts of the Crackerjack Prospecting approach, and how you can apply it to your business to pull down some stellar results.

Chapter 1: Why Bother Prospecting?

There are many reasons to prospect for new business.

One reason is that you might just be starting your business and you need to get some new clients quickly, or you've just launched a new product and you need to get the word out and get it sold.

Another reason is that you could be offering a new type of professional service, a kind of service that you haven't offered before.

Perhaps you've got lots of business in one category, but for this new service you don't have any clients yet.

And you want to introduce your service to potential new clients quickly.

Another reason could be that you're trying to break into a new market.

You're trying to break into a new niche where you're unknown.

So you want to use some prospecting strategies to let a lot of potential clients know who you are and what you do very quickly, and how they can benefit from your products or services.

The fourth reason could be, and this is the most common reason people want to prospect, is that business might be slow, and you might need to find some new clients quickly.

The good news is that prospecting the way I suggest you do it here is the fastest way to get new clients.

That's because ...

You could send an email to a couple of prospects you haven't contacted before, using some of the Crackerjack techniques you'll learn here, and one of them could have a project for you right away.

Things can happen pretty fast.

That's not likely to happen often, but it could, and does happen.

That's the thing about prospecting. Things can happen very quickly for you.

But I'm going to suggest a fifth reason why you should prospect.

And that's to get more of your IDEAL clients.

Because the great thing about prospecting is that you can cherry pick the type of prospects you want to go after.

And you can identify prospects that you think would be ideal clients for your business.

You could create a list of those prospects and use the Crackerjack prospecting strategies to introduce your products and services to them; get to know them, get on their radar screens, and land them as ideal clients.

Prospecting shouldn't be something that you do once in a while to drum up some business because you're in a desperate situation and you need some new clients quickly.

Sure, it can certainly work for you under those circumstances.

But I recommend that prospecting should be central to your business development strategy, and it needs to happen no matter what.

So there you go; the top reasons to prospect.

I hope they make sense and you can see why it's something that ought to be a regular activity in your business.

Now let me tell you a little bit more about the Crackerjack Prospecting Playbook and what we're going to be doing in this and subsequent Chapters.

Crackerjack Prospecting is for self-employed B2B professionals, owners of small professional firms, or people who are selling an expertise of some kind to other businesses.

A lot of freelancers, consultants, coaches, designers, copywriters, and trainers have completed this program.

So have IT consultants, lawyers, and accountants.

It works for anyone who is selling expertise to other businesses.

But it's not suitable if you are selling to consumers. It won't work there.

A lot of prospecting techniques that you'll read about on the internet or read about in books are tailored towards sales professionals that are employed by a company and their full time job is selling.

They develop thick skins and they play the game of sales to win.

There's a place for that.

I respect sales professionals and the work they do.

But as self-employed B2B professionals, we can't prospect like that.

We need a different approach.

We need to have an approach that recognizes that we're not professional sales professionals employed at a company.

We're business owners, we're professionals.

We're running our own businesses.

We're providing a professional or business service to other businesses.

The Crackerjack Prospecting Playbook recognizes that ...

- we need to be seen as experts at what we do
- we need to be seen as the "go-to professionals of choice"
- we must never use a prospecting strategy that positions us as someone who is hungry for work or looking for a job or something like that.

You always need to be positioning yourself as a differentiated expert.

The people that you contact should be thrilled to hear from you.

And the third thing is that as self-employed B2B professionals, we need to feel comfortable with how we connect with new prospects. It needs to feel right and be ethical.

We need to feel comfortable with our approach.

It can't feel icky, it can't feel over-the-top salesy, and it can't feel artificial.

And it can't seem like we're parroting some canned sales script that we would

never really say in real life either.

It can't feel anything like that.

We have to be very comfortable and authentic in our approach when we're reaching out to potential new clients because that's where the first impression is made, and we want to make sure we make a good one as professionals.

So that's what the Crackerjack Prospecting Playbook is all about.

It's for people like you, self-employed B2B professionals and owners of small professional firms; people who are selling their skills and expertise to other businesses.

That's what the Crackerjack prospecting approach is about.

OK, before we move on, let's sum up.

There are 5 reasons why you might want to prospect.

One of them is that you are starting your business and you need to prospect because you don't have a lot of contacts yet and you want to get some new clients quickly.

Another reason is that you could be offering a new type of professional service that you haven't offered before.

A third reason is that you could be breaking into a new market.

And the most common reason why people bother to prospect at all is that business is down... the pipeline is bone dry.

They want (or need) to find some new clients and get some new business coming in quickly.

The fifth reason you should prospect consistently is because it works really well bringing in new business on a consistent basis.

And it helps you to identify and go after your dream clients, those clients that you'd love to have, the kind of clients that could really make your business super enjoyable and really successful.

Getting more of your dream clients is probably the most important reason why

you should prospect.

So prospecting is good in certain situations and for fixing dry periods when business is down and your pipeline is running on empty.

But what prospecting is exceptionally good for is that it helps you identify, approach, and secure those ideal clients... your dream clients.

Chapter 2: The Advantages of Email Prospecting

In the last Chapter, I outlined the case for why consistent prospecting should be a key feature of your business building activity.

For some self-employed B2B professionals, prospecting combined with lead nurturing is more than enough to have them booked solid all year.

In this Chapter, I want to introduce you to the concept of email prospecting.

Email prospecting is the art of contacting prospects with short and inviting email messages – as opposed to “cold calling” them out of the blue.

It simplifies the process of getting clients and it makes business development activity less intimidating and more "doable."

I'd like you to think of email prospecting as "artisan prospecting."

By that I mean that each email is handcrafted with the care and attention of an artisan.

And, when done right, these handcrafted messages position you as a knowledgeable professional bearing a relevant, timely, and valuable message.

Because of that, email prospecting is ideal for anyone who sells their expertise, including:

- Freelancers
- Consultants
- Coaches
- Trainers
- Experts
- Professional services firms

As I've mentioned already, it only works if it's business-to-business outreach (even if the other business is a one-person business).

This strategy is NOT effective if you're approaching consumers.

It's also NOT meant to replace email newsletters or other types of customer communications intended to nurture your prospects.

Those types of emails certainly have their place, and I'm a big fan.

That's not our focus here, although I do provide some guidance on this topic in Chapter 18.

The essential advantage of email prospecting is simple ...

It's one of the quickest, most cost-effective ways to attract and land high-quality clients. And it comes without the unpleasantness of cold calling or the costs and time requirements involved with most traditional marketing tactics.

I almost always recommend to our Members and clients that they master email prospecting and lead nurturing via email.

They can accomplish much.

In fact, they might be all you need to get yourself booked solid.

And stay that way indefinitely.

We use email to nurture and convert existing contacts that we've identified through email prospecting.

And that two-step process is very effective.

But it is email prospecting that we use to find new prospects.

Now, let me explain why I believe that email prospecting can become one of your main drivers of quality new clients.

And it has to do with the fact that email prospecting bypasses the three biggest reasons so many self-employed professionals hate marketing:

1. The fear of rejection
2. The time it takes to market your services through traditional means
3. And what I call the "tool du jour" hype

Let me explain each of these briefly.

It's important because recognizing these three big obstacles is a key to understanding email prospecting, the way we do it, is so effective.

Fear of Rejection

The fear of rejection is a big one. It's the top reason so many freelancers,

consultants, and solo professionals hate marketing and selling.

You don't want to feel like a salesperson.

And you don't want to be turned down either.

You don't want to feel like you're bugging someone by pitching them something they're not interested in.

And the reason for that is that most of us haven't learned how to separate business rejection from personal rejection.

In our minds, getting "no" from a prospect (or getting hung up on or rejected in any way) is an emotional blow.

We take it personally.

And that affects our psyche, which impacts our performance even further, which makes things even worse—and so the cycle goes.

I respect the sales development professionals, who can deal with constant rejection every day.

It's a tough gig.

But for you, facing endless days of rejection brimming with disappointment (along with the occasional win) is not something you need to do.

The Time Required

The second reason so many business professionals hate marketing is the time-intensive nature of the process.

I mean, it just never ends!

You have to promote your business constantly because if you don't, you'll quickly get caught up in that dangerous feast-or-famine cycle.

Yet finding time to do this consistently is tough when you've got so many other pressing things to attend to.

An Overwhelming Number of Choices

The third reason is not one that's talked about that much. And that's the hype surrounding social media and whatever else is the flavor of the month.

I'm referring to what I call the "tool du jour" hype, also known as the "shiny object" syndrome.

Not a day goes by where I don't get hit up with an article, email, or blog post talking about some tips, technique, or technology I need to implement right away if I want clients to find me and hire me.

Every time you turn around, someone's preaching about the latest and greatest social media tool. Or a new, must-have plug-in for your website. Or some "ninja" YouTube strategy you *must* implement immediately.

But really ... who can keep up with all that stuff?

And even if you DID keep up with it and actually implemented all these things, by the time you do so, they're already outdated.

It's ridiculous.

And it creates an incredible amount of confusion and fear among self-employed B2B professionals who are simply trying to figure out how to land more and better clients on a limited budget and with a limited amount of time.

I'm not saying social media or the latest marketing tactic is worthless.

Not at all.

I'm suggesting that there's been so much talk about "tools" over the past five years or so, that we've lost focus on the end goal— which is to land more and better-quality clients, more easily.

Instead, we've become obsessed about the "means" and forgotten about the "end result" we want.

8 Reasons Why Email Prospecting Works

The Crackerjack email prospecting approach bypasses all three of these obstacles: fear of rejection, lack of time, and the confusion created by the "tool du jour" promoters.

It's a better approach to finding quality clients fast and cost-effectively.

And here are eight reasons why:

#1: It's Less Intrusive

First, the Crackerjack email prospecting approach is less intrusive, even though our Inboxes are generally considered to be personal space.

By its nature, email doesn't have to be read immediately when it lands in a prospect's inbox. Instead, it can sit there until the prospect can get to it.

Compare that with incoming phone calls which have to be picked up in order for your message to be received.

Plus, when you land in voicemail, prospects can't scan your voicemail quickly to see if it's relevant to them, so it will almost always get deleted.

Considering how incredibly busy your prospects are today, using a medium that's more convenient for the prospect, increases your chances of success—everything else being equal.

#2: More Relevant

The second reason the Crackerjack email prospecting method works so well is that, in general, prospects are much more receptive to a strong and relevant email message than they are to a cold call or to some other direct approach.

When done correctly; punchy, relevant, and short email messages get read all the way through.

Which means you can deliver your message without running into the standard defenses that prospects erect every time someone calls them with a cold pitch.

They can quickly scan your message and decide whether to reply or not based on your full message—and not just the first 3 seconds of an incoming call.

That's been my experience writing tens of thousands of prospecting emails.

When cold calling, you only have about 3 to 5 seconds to make an impression.

But with email, you have a bit more wriggle room; maybe 10 – 20 seconds.

And your prospect hasn't erected the defenses he normally puts up when a cold call comes in either.

#3: More Personalized

The third reason is that email is a better medium for delivering a relevant and personalized message.

That's because it's easier to digest a marketing message *when you see it in writing* than over the phone or in person at a networking event.

The prospect can scan your message and quickly determine its relevance and value. She can't do the same with a voicemail, cold call, or in-person conversation.

And when you craft a powerful, relevant, and personalized email the Crackerjack way, you'll dramatically increase your chances of getting noticed and getting a positive response.

#4: Leverages Key Psychological Triggers

Fourth, the type of prospecting emails I'm going to show you how to write here hit on key psychological triggers that are TIMELESS!

These triggers always work because they appeal to core human emotions that are unchanging.

So unlike so many marketing gimmicks and fly-by-night tactics you hear about all the time, email prospecting is not something that's going to stop working in a few months, or even a few years.

#5: Helps You Stay Focused and Motivated

Fifth, from a purely emotional standpoint, prospecting with email will help you stay more focused, motivated, energized, and creative.

You'll no longer feel like a pest.

And as you start getting results, you'll feel even better about adopting email prospecting as a long-term business-building strategy. You'll be motivated to make it a permanent feature of your business development activity.

#6: Less Expensive Than Most Other Strategies

Sixth, email prospecting is inexpensive. You don't have postage costs. You don't have to leave your office. And I'll show you how to build prospect lists for free using our [prospect list builder](#) and [email verification software](#).

#7: Quick and Immediate

Seventh, email prospecting is quick and immediate.

As you'll soon see, the Crackerjack method involves a bit of research and taking some time to write a customized and personalized message every time.

But we're not talking about a lot of time.

Certainly not the amount of time many other prospecting approaches require.

Plus, your prospects get your message immediately.

You don't have to wait days or weeks for a response.

#8: Allows You to Handpick Your Prospects

Finally—and this one is so important I want to mention it again so it sticks in your mind—email prospecting enables you to handpick your prospects.

You get to choose.

Much of the marketing advice you get out there is all about prospects coming to YOU, which is definitely a good thing.

That's the inbound marketing approach.

But when prospects come to you out of the blue, you have no control over who they are, why they're there, or when they come to you.

They just show up, knocking on your door.

Again, I think that's a good thing.

But it's also critically important that you implement at least one PROACTIVE outreach strategy.

That's because developing the content and marketing funnels you need to make inbound marketing work, requires a big investment of time and money.

It's well worth doing if you have a good strategy for it, but as it's a long-term play, results can take a very long time to arrive.

Whereas, effective email prospecting allow you to pick specific prospects based on your goals, preferences, and what you may know about a prospect that would make them a great fit for you.

And that's where email prospecting comes in.

Email prospecting is probably the fastest and most cost-effective way to find and land high-quality clients—*when done right!*

I've used email prospecting to land some very profitable clients over the years. It is the preferred sales development channel I use in every business I'm involved with today.

Now, again, I want to emphasize that you *have* to do email prospecting the RIGHT WAY, because *most self-employed professionals that use email prospecting do it completely wrong.*

And if there was ever a marketing tactic you HAVE to know how to do right, it is email prospecting.

There's not much wiggle room.

There's almost no room for error.

When you use email as a prospecting tool, you simply CANNOT:

- Send out an email blast to a list of prospects
- Send out the same email message to everyone on your contact list
- Send out an email that only talks about you and all the services you offer (a written sales presentation)
- Use it to market your newsletter or a new service offering

Some of these elements *can* be incorporated into a prospecting email.

But you must do them right.

And unfortunately, there's a fine line between getting it right and getting it completely wrong.

The Crackerjack email prospecting approach will enable you to send out very customized, personalized, and properly timed emails to a carefully handpicked and curated list of prospects.

These emails position you as a knowledgeable expert with a very relevant (and often a very timely) message.

They will be unlike 99% of marketing emails your prospects get every day.

And that means they'll stand out, and you'll often, but not always, get a response.

The Goal of a Prospecting Email

Now, before you go any further, I want to make something very clear.

This is very important.

The goal of your first-touch prospecting email is NOT to set an appointment, arrange a demo or face-to-face meeting, or to land a client and make a sale.

The only goal for a first-touch prospecting email is to invoke a response... a response that invites you to reply back, a response that invites you into a discussion about a fear, problem, or goal your prospect has.

It's all about starting a conversation, and never about trying to make a sale.

Essentially, what you want from your emails is to get the prospect to raise their hands and respond with a question or statement that indicates *some* level of interest in starting a conversation with you.

Here are some examples of successful responses:

1. *"That's interesting. Tell me more about what you do."*
2. *"We may have a need for someone with your skills. Can you send me more information about your fees?"*
3. *"Do you write white papers? If so, I could be interested in talking with you soon."*
4. *"Thanks for your email. We were working with another designer, but she recently left to work full-time with another client. Can you touch base with me in 3 or 4 weeks? I'll be in a better place to discuss at that time."*
5. *"We have someone that could be a good candidate for executive coaching focusing on communications skills development and team"*

building strategies. I see you've done work like that at Chevron and that seems to be your specialty. Please tell me more about how you work."

And from there, your next job is to continue the conversation via email or move it to a phone call.

Everything you do with email prospecting is designed to advance you to the next step in your sales process.

But first, you need a short, personalized and highly relevant message (or series of messages) that gets your prospects' attention and elicits a positive response.

When you reach out to someone for the first time via a prospecting email, they will be asking themselves these three things:

1. Who is emailing me?
2. What do they want?
3. How long will this take?

That's why your emails need to be brief, blunt, and basic to get a response.

Email prospecting needs to be a repeatable process and not a random event.

You need a repeatable way for prospects to qualify or disqualify themselves, so you can be more productive with your outreach.

That's what you'll have once you've been through this playbook - a repeatable process that will get you moving faster towards landing more of your dream clients.