katallyze

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ELEMENTS

OF

HIGHLY

EFFECTIVE

COLD EMAILS

KWESI SAKYI-GYINAE

About us

Katallyze is a leader in B2B sales and lead generation. We help our customers to find, connect and develop relationships with their most valuable prospects.

We do this by developing sales scripts and playbooks that help B2B companies get more leads & grow their business. We've helped customers all over the world in the US, Canada, and Europe in a wide variety of industries.

If you're looking to develop cold email scripts, cold call scripts or outbound prospecting playbooks, we'd be happy to help. Best way to start is to **book a free strategy session with me: katallyze.io/free-consultation**

Or you send me a direct email me: kwesi@katallyze.io.

Keep doing great work!

Kwesi

Kwesi Sakyi-Gyinae

Founder & CEO, Katallyze

After 20,000 Cold Emails And 200 Appointments With CEOs

When Ray Tomlinson made his first attempt at "something like QWERTYUIOP", little did he know that it will pave the way for something more. More meaningful connections, half a century later.

Ray sent the first email in 1971. Over the past months, I have sent over 20,000 cold emails to several CEOs.

My goal was to start a meaningful conversation with them. In the process, I got over 200 appointments with some of the CEOs I truly admire.

One size does not fit all

I know cold email makes us cringe. Especially when you think about the estimated 205 billion emails that are sent and received each day.

But an effective cold email can help you make meaningful connections with potential partners and customers.

And I found that there is never one script that works all the time for everyone. The cold email you send to a Principal of a Daycare in Brooklyn, will be different from the one you send to the CFO of a Credit Union in Alabama.

Here are five important things I learned in the process of connecting and getting appointments with CEOs through cold emails.

1) Vulnerability

Vulnerability means showing you don't know everything about the CEO and her business. This is counter-intuitive, especially for some of us driven by large egos. True, cold emails thrive on assumptions. Assumptions that the recipient may have a challenge or problem or goal because her company does XYZ. Often, our assumptions may be completely false.

That's where the subtle power of vulnerability comes in. A cold email that shows that you might have wrong assumptions is a powerful way of starting a meaningful conversation. Michael Simmons talks about this in his Harvard Business Review article, "To Create a Real Connection, Show Vulnerability":

"Only presenting an idealized version of ourselves separates us from others. The mistaken assumption is that if people find out who we really are underneath, they'd remove themselves from our lives."

By showing vulnerability, you're "replacing professional distance and cool with uncertainty, risk, and emotional exposure," as vulnerability expert Brené Brown describes.

How do you show vulnerability in your cold email? Here are a few phrases to consider:

- "I don't know if you're looking for new information or ideas on [topic/service/etc] but…"
- "I'm not sure if it's a good timing…"
- "I could be totally wrong on this…"
- "Does [next step/value proposition] sound fair?"

2) Credibility

Remember the last time you were at a party with dozens of people?

Regardless of all the music and chatting and noise in the background, you were still able to hear and understand your friends speaking in front of you.

Psychologists call this The Cocktail Party Effect. This is the tendency to selectively pay attention to what we are familiar with.

The everyday avalanche of email distractions means that business leaders have become wary of emails. Especially the ones from strangers.

Therefore, to get CEOs to pay attention to your email, we must focus on what is credible and familiar to them.

The main way of demonstrating credibility is by using relevant names and numbers.

Mention the name of the common friend (if it is a referral)
Mention specific names of relevant companies your product has helped
Mention names of other CEOs who use your product
Quantify a relevant result you've helped a CEO get recently

Credibility thrives on specificity. Be as specific as you can when referring to a name or number.

3) Readability

Some time ago, I had a brainstorming session with a team leader in Oslo. At some point during that session, I used the word "coveted" to describe the potential market.

I must have said something like "This is a coveted target market". The team leader stopped the session and asked me never to use that word again.

It was weird. He might have felt intimated. I don't know.

But I was totally at fault. It was stupid of me. That experience taught me something really important.

Communication is about clarity, not complexity. Readability is about clarity, especially when it's email. Clarity is when we sound conversational. And part how we sound human is writing like one.

No 'big' words. No complicated sentences. No unnecessary jargons. No poor grammar.

There are several online tools that can help you make sentences simple and readable. Examples are Hemingway App, Grammarly and Readable.

5) Length

If you think you can sell a product in a cold email to a CEO, you're missing the point. My foremost aim is to get a response. And then an appointment.

Why? That's the only way to start a meaningful conversation.

Understanding this goal is important to the length of your email.

It is tempting for long cold emails (100+ words) to be sender-centric. And tiring to read. CEOs are truly busy. Make their lives easier. Go straight to the point. Keep it short and sweet!

How short is short and sweet? I found that 60 - 70 word emails (compared this to 100+ word emails) got more responses. Use this more of a precaution than a cast-in-stone rule. Every situation is different.

And while you're at it, aim for maximum 2 lines in your paragraphs. Spaces create clarity.

6) Research

We cannot overemphasize this well enough. Do your research. Research helps to answer, among other things, a basic question: "who do you want to contact".
Start the research with your ideal customer profile in mind. This is the person who, based on your experience so far, you feel you can add the most value to.
Basic research details include: Name, Company, Website, Title, Email, Social profile

During your research, you ideally want to familiarize yourself with the title of the person, the company the person is working at, how long the person has been involved in whatever he/she is doing, the email address.

But you don't stop there. You can also go further to uncover additional information like the psychographics which will you to get a macro perspective of the persona. Their interests needs and wants. Secondary research details include:

• Blogs the person is writing or reading

• Interviews in any podcast and/or shows

• Industry priorities are they concerned about

• The key with researching is to be as super targeted as possible.

Here are some sources you can use to find ideas for the research:

New/Press/Blog pages on contact's company website

Company's LinkedIn page, Contact's LinkedIn page (articles or post shared)

Contact's Twitter page (tweets or retweets, articles shared)

Contact's personal blog/website

Google search, Events/seminars/podcast presented at

Articles/blog posts shared or written

Remember the goal is to be memorable, not creepy.

7) Request

The final component of a highly effective cold email is your "Request". Request answers one simple question: "if they care, what action do you want them to take?"

You've sent her an email. She is the right person. The message is super relevant. She is excited about your proposition. What should she do?

You need to think really well about how you want the kind of call to the action you want people to take. Here are some types of call to actions:

These requests could be sales or business development related.

Examples of requests are:

- To get a meeting/call
- To get an answer to a question
- To get attendees to a webinar or event
- To get downloads of a special report or ebook
- To share information (no need for reply)
- To invite to speak at an event

Conclusion

So there you have it!

Include these elements in your cold email and let me know how they work out for you.

Keep doing great work!

Kwesi

P.S.: If you'd still like help with target customer analysis and custom lead research, I'd be happy to help. **Best way to start is to book a free strategy session with me: katallyze.io/free-consultation**