

Content



- **Keep your subject lines short, personal, and sentence case.** Levitate subject lines may seem a bit different than ones you've used in the past. But that's why they average such high open rates (60%+). Embrace our short, personal-feeling, sentence case subject lines, and you'll see the Levitate difference firsthand.
- **Don't ask for favors too often.** Want referrals? Hoping to cross-sell to clients? Email outreach with these asks is a great idea—when done in moderation. Typically, we'd recommend you send a referral request to an audience no more than twice a year. And in general, cross-sell to a particular audience at most once every quarter.
- **Vary your content.** If you send an informative piece at the beginning of the month, you might want to try a simple check-in or a lighthearted send to end it. In general, for every meatier, informative piece you send to a particular audience, opt for a lighter check-in or holiday email next (and vice versa).
- **Always keep in mind: quality over quantity.** When in doubt, ask yourself the golden question, "Would I be happy to receive this if I were in the audience's shoes?" If not, don't send the email—simple as that!

Timing



- **Frequency:** In general, send at most two emails a month to a particular audience.
- **Day and time:** When possible, avoid sending emails on Mondays or Fridays. Mid- to late-morning is a great time to send, as is 1 p.m. to around 3 p.m.
- **Time zones:** If you have clients in different time zones, it's a good idea to consider that when deciding send time. For example, if you have clients living in an area one hour behind your time, it's best to avoid sending during their lunch hour, too.

Audience & Sender



- **Segment, segment, segment:** The more segmented your contact list is, the more tailored your email communications can be—and the more success you're likely to find with email sends.
- **Prospect using your network:** Prospecting to cold contacts very rarely does well. But as many of our clients will tell you from firsthand experience, asking for referrals from existing contacts (or selling new products or services to them) can be incredibly successful.
- **Make the sender personal:** By that, we mean it's always best to send emails from an employee's email address (e.g., JohnDoe@company.com) as opposed to the company's email address (e.g., Recruiting@company.com). Sending from a person's email address feels more, well, personal, and that's key in building relationships and driving responses.