Tips when writing...

❖ Write message first --- subject line LAST
❖ Talk only about prospect --- not about you/your company/solution
❖ Avoid asking for a meeting --- instead, provoke response
❖ Avoid including links and attachments in first email
❖ Beware: ALL questions carry risk at opening of msg. (even facilitative)
❖ Use shortest sentences possible
❖ Don't allow the subject line to be cute, tricky or too revealing

Communications Edge