

# Top 11 Takeaways

- 1** Warm email prospecting is “artisanal prospecting.” Each email is personally handcrafted **for one person only**.
- 2** Warm emails include **three psychological triggers**: personalization, relevance and brevity.
- 3** **Keep your email short**: 125 words or less.
- 4** The goal is to **start a conversation**, not land a client
- 5** In each warm email, you need to make a **meaningful connection**. You can do this by (1) pointing to a trigger event, (2) pointing to a trigger attribute, (3) naming a relevant client, accomplishment, knowledge or experience, (4) leveraging a mutual contact.
- 6** To help you craft your warm email, identify which **email archetype** you want to employ.
- 7** Start the warm email prospecting process by doing an **initial brain dump** of contacts to pursue.
- 8** Then, put in place a method to find new prospects. You can do this by **scouring publications** or using **LinkedIn for prospecting**.
- 9** **Make warm email prospecting a habit** by scheduling it into your week in advance. Start with just 30 minutes a week and then expand.
- 10** Use workflow maps to take you through the warm email prospecting process.
- 11** Every marketing process is subject to failure. Knowing the **most common warm email prospecting mistakes** in advance can help you avoid them.