



Winning Warm Email Strategies: Routine Prospecting Ad-Hoc Prospecting Hot-List Prospecting

So far you've learned the foundational elements of crafting winning warm emails, how to find and contact high-probability prospects, and the 10 proven warm email templates or "archetypes."

In this module I'm going to make this even more tangible by giving you situational approaches that will enable you integrate warm email prospecting into your daily or weekly routine.

And the way I'm going to do that is by going through six different strategies that lend themselves to warm email prospecting, and explaining how you can use warm emails in each of them.

In this first lesson I'm going to go through:

1. Routine prospecting
2. Ad-hoc prospecting
3. Hot-list prospecting

Before we get started, however, I wanted to let you know that my biggest hope is that you actually implement these ideas—and that you do that as soon as possible. These strategies are not going to work if you don't work them.

So commit yourself to putting them into practice starting TODAY ... even if that means you send out just one or two emails. Better to get started with just one email than to never get started because you're waiting for everything to be perfect before you take the first steps.

And to help you do this, my approach with the lessons in this module is going to be one of just giving you the general idea and providing you with some examples and direction—as opposed to going on and on with a ton of detail and dozens of examples.

You'll find that once you understand the strategy and hear and read some examples, you'll immediately get some ideas on how you can implement it in your own business.

Routine Prospecting

One of the biggest benefits that can come from implementing warm email prospecting as part of your self-marketing mix is that this is the kind of strategy that tends to develop healthy habits and routines.

And by that I meant that warm email prospecting lends itself to developing a weekly prospecting habit. It's the kind of approach to prospecting that calls for a routine of some kind. And that's the first strategy I wanted to present: what I call "routine prospecting."

Routine prospecting is nothing more than establishing some sort of routine or habit that guides your prospecting efforts. So rather than being a haphazard sort of thing you do whenever you feel like it—or whenever fear strikes—you carve out time to do this, either weekly or biweekly.

In other words, you treat it like a project!

I think every freelance professional could benefit from routine prospecting. It's not so much how often you do it or how long you do it every time you schedule it. What matters most is that it's:

- Regular
- Deliberate
- Well done

I've seen different versions and flavors of routine prospecting, but almost all of them involve either scouring specific publications or websites for prospects with meaningful events or meaningful attributes you can leverage.

So, for instance, say you carve out every Friday from 1:00pm to 4:00pm as your routine prospecting time. The first thing you do is to go through a list of 8 different online publications that are focused on the industries you can best serve—or that tend to feature the types of prospects you would normally go after. And they don't have to be industry-specific publications. Your local business chronicle (or the business chronicle of metro areas you want to target) can be very useful as well.

The idea is to skim the latest issues of these publications and look for companies that are getting press, are advertising, or are getting publicity via bylined articles or news releases. As you sift through the information, ask yourself: "Is there a meaningful connection or meaningful attribute in this story or ad that I could potentially leverage, even if all it would yield is a B-level script?"

(For more information on B-level and A-level scripts, go back to Module 3.)

That's probably as much direction as you'll need. Because as you start going through these publications, I bet you'll find at least one or two ideas. And the more you do this, the better you'll become at spotting these potential opportunities and crafting warm emails that hit the mark and get the prospect to respond.

Another great way to find good trigger events is through Google News, which you can get to at news.google.com. Basically Google News can come in handy when you're compiling your list of prospects and you're ready to get started sending emails but don't want to wait for alerts to come in. So, instead, you can go to Google News and see if there have been any recent news about that organization. You'll get immediate results and can take action right there and then based on what you find.

So that's routine prospecting. And again, this strategy only works if you actually schedule that time religiously. Treat it as a client project, and resist the temptation to skip these sessions because you either don't feel like or you suddenly landed a lot of work. I always say that it's better to have to turn down some work than to suddenly find yourself with little to no work and nothing in the pipeline to fill that gap.

Ad-Hoc Prospecting

The second strategy is also super simple. It's called "ad-hoc prospecting," and as the name implies, it's all about crafting and sending warm prospecting emails as you come across the right opportunities.

This strategy complements routine prospecting really well because it doesn't take away from it. Rather, it helps support your overall prospecting efforts by taking advantage of hot potential opportunities as you see them.

For instance, say that you just came across a news announcement about a company in your niche or specialty area that just hired a new VP of marketing. Or maybe you found out from a good friend that his employer's marketing department is looking for a web design firm for a big web refresh project.

Those types of trigger events are time-sensitive—they really call for immediate action. So waiting until your next routine prospecting session may not be wise.

So the lesson here is to always be on the lookout for opportunities. And when the opportunity calls for fast action, go for it. Don't wait!

I talked about Google Alerts (www.Google.com/alerts) in Module 1, but I should mention it here because when you get a Google Alert that merits immediate action, you should make it a point to send your warm email as soon as possible.

Hot-List Prospecting

Hot list prospecting is different from the other two strategies we've discussed so far. Rather than being reactive to things, ideas, events or potential prospects you come across via routine prospecting efforts or word of mouth, hot-list prospecting is much more proactive.

The idea behind hot-list prospecting is to have a hot list of, say, 10 – 15 prospects you would LOVE to work with some day. And rather than just hope, you proactively reach out to key contacts in those organizations in a methodical and steady fashion—and through various media—over a period of up to one to years.

This strategy is very organic and can take many different forms, depending on the prospect you're going after, whether or not they respond, HOW they respond, what you know about them and so on. But let's just take a sample scenario so you can see how you could put it into play.

Week 1: Send an Industry Enthusiast warm email

Week 3: Follow up via email

Week 4: Follow up via phone

Week 8: Send a Sherlock pitch in printed letter form and send via traditional mail

Week 9: Follow up via phone

Week 11: Second phone follow-up

Week 15: Send Idea Wellspring warm email to two different contacts in company

Week 17: Follow up via email

Week 18: Follow up via phone

Week 20: Second phone follow-up

Week 28: Send a Networker email to a new contact

Week 30: Follow up via email

Week 31: Follow up via phone

Week 33: Second phone follow-up

Week 35: Send handwritten card to the same contact as a last resort

Again, you could keep stretching this out for up to a year, maybe even 18 to 24 months. You might even add elements to this campaign such as "bulky" direct mail or other clever outreach that stands out and has a good chance of getting noticed and generating a positive response.

Again, you play it by ear based on the feedback/response (or lack of it) you're getting. And don't be afraid to get creative here. Why not try some new and different approaches? What do you have to lose? Just make sure to always keep your communications brief, relevant and personalized.

Why all the effort with this strategy? Because these aren't your standard, everyday prospects. These are dream clients—the kind you've already predetermined you'd love to have based on what you do, what you value and whom you can best serve.

In the next lesson, we'll talk about a strategy for using warm emails with existing and dormant clients.