



Handout: Warm Email Prospecting for the New Freelancer

Warm email prospecting (WEP) is that's a very flexible approach. This is not one of those techniques that you *have* to do exactly by the book in order to work. As long as all the necessary elements are in your email, your message *will* stand out.

Remember: When you're starting out, you're going to *have* to do some sort of outbound prospecting. And it's going to take up most of your time and energy. So the question is not *should* you do outbound prospecting. The real question is ... *what method are you going to use?*

WEP has some unique advantages when you're starting out:

- Easy to do
- Efficient and cost-effective
- Repeatable (can easily become a weekly habit)

Launch Email Technique

Start your WEP effort with the "launch email technique." This is where you send emails to friends, colleagues and relatives letting them know about your new business and asking for their help in either hiring you directly (where appropriate) or referring you to people who may have a need you can fill.

(See Module 7 in the WEP program for more information about the launch email technique.)

The idea is simple: You create a basic message and alter each one based on who the person is, what you know about them, what they do, and how you think they may be able to help you.

Sample launch email script:

Hi Joe.

It's been a while since we connected. Hope you, Amanda and the kids are doing well. Last time we met for lunch, your oldest son was about to leave for college. I hope that went well and that he's adjusting nicely to college life at Georgia.

I'm writing because I've recently launched a commercial writing business. Specifically, I'm leveraging my 12 years of corporate training experience to help companies in that industry write better marketing and sales materials.

I wanted to see if you know of anyone who could benefit from my services. Let me tell you a bit about what I'm offering to see if anyone comes to mind.

Essentially, help clients write all the marketing content they don't have time to handle in house. With all the downsizing over the last 5 years, many training companies have more marketing materials to write than they have time or internal resources to create them. It's becoming a big concern for marketers and sales teams that need solid content to speed up the sales cycle.

I can fill that need in an affordable way. My services would be ideal for a small to midsize company in either the training or e-learning space. However, I can also serve educational material companies, as well as companies that provide employee assessment and talent management solutions.

*I have more information about my services and background on my website:
[URL]*

If you think someone in your professional network could benefit from my services, would you be willing to make a short introduction? A brief phone or even email introduction would be great—whatever you prefer. Please know that I will treat anyone you send my way with the utmost respect and courtesy.

Thanks in advance, Joe. And don't hesitate to call me if you have any questions. Either way, let's catch up soon. I'd love to buy you lunch if you're available sometime over the next couple of weeks.

*Regards,
Tim Burns*

Why this works so well:

1. Positioned his new venture as a business, not a hobby.
2. Was clear about what he's doing, for whom and why he's different
3. Explained that there *is* a demand for what he does. He's not trying to pitch some off-the-wall service for which there's no need.
4. Was clear about what he wanted (an introduction).
5. Came across as a professional, not as an aggressive bully.
6. Explained that he helps companies fill this need cost-effectively.
7. Paved the way for a follow-up call (easier to lay the foundation first via email). That way you don't overwhelm the other person.

Misconceptions About WEP

What makes WEP work so well is NOT an impressive portfolio or a long track record as a freelancer. 80% of the success of your warm email will come from getting the following variables right:

1. The subject line is intriguing *without* sounding like a marketing email
2. The email is short and to the point
3. You've included a good meaningful connection—and you've *led* with that connection (the reader can tell this email was for *him* alone)
4. You included a decent value statement
5. Your approach is professional and your email well written

B-Level Scripts: Your "Workhorse" Emails

B-level scripts are email scripts that are good ... but not amazing. It's not that they're bad, it's just that the meaningful connection you're using is not quite as powerful. Or maybe your value statement is not as complete as you'd like.

Even when you've been in business for a while, most of the warm emails you sent out will very likely NOT be A-level scripts. Perfect scenarios like that don't come around every day. And if you wait until they do, you'll waste dozens of opportunities that could have yielded a great client.

Again, **as long as you have all the ingredients in place**, your email will still stand out in your prospects' overcrowded email inboxes.

Even though A-level scripts will give you the big home runs, B-level scripts are your base hits—the workhorse emails that will yield you most of your leads and clients over time.

Sample A-level Script:

SUBJECT LINE: I saw that you're publishing a lot of white papers

Hi Jennifer,

I've come across your website a few times over the years because I do a lot of work in the corporate health and wellness area. As I looked through your site this morning, I noticed that you're starting to publish a lot of white papers.

Do you have an internal resource for this? Or are you working with an outside professional?

I ask because I'm a business writer who focuses on white papers, eBooks and long-format reports. Because of my experience the wellness field, I may be able to help you get these pieces produced faster and more cost effectively.

Here's a link to some samples of my work: [URL]

Let me know if you'd be interested in discussing further.

Here's the equivalent B-level Version of the Above Sample:

SUBJECT LINE: I saw that you're publishing a lot of white papers

Hi Jennifer,

I've come across your website a few times and I noticed that you're starting to publish a lot of white papers.

Do you have an internal resource for this? Or are you working with an outside professional?

I ask because I'm a business writer who focuses on white papers, eBooks and long-format reports. Depending on your situation, I may be able to help you get these pieces produced faster and more cost effectively.

Here's a page on my website that describes my background and experience: [URL]

Would it make sense to connect on the phone to discuss how I may be able to help?

What makes this a B-level script?

- I didn't specify how I came across their website.
- My value statement wasn't as strong and relevant as it was in the first example.
- Rather than offering a link to some samples, I offered a link to my About Me page on my website.

Another Example:

SUBJECT LINE: Congrats on the new position

Hi Jack,

I just read about your new promotion in the Atlanta Business Chronicle. Congratulations!

I'm writing because I work with professional services companies to create rich marketing and sales content. I know ABC Partners has produced several white papers and case studies in the past. If you're looking to expand that effort, I can help you turn around high-quality content quickly and cost-effectively.

Here's a page on my website that describes my background and experience: [URL]

Let me know if you're interested in discussing further. No sales pitch — just to see if we might have a good fit.

*Regards,
[Signature]*

Bridging Technique

When your meaningful connection is not that strong, the "Bridging" technique allows you to tie things together in a more natural way. It makes your email more authentic and more powerful.

Bridging Example:

SUBJECT LINE: Congrats on the new position

Hi Jack,

I just read about your new promotion in the Atlanta Business Chronicle. Congratulations!

After reading the article I visited your website to read more about your company, and I noticed that you have quite a few white papers and case studies posted.

I'm writing because I work with professional services companies to create rich marketing and sales content. If you're looking to expand that effort, I could help you turn around high-quality content quickly and cost-effectively.

In this example, I bridged by telling him that the article prompted me to go to his company's site to learn more about them. And while I was there, I noticed something I could help them with.

Value Statements: Don't Wait for Perfection

Don't put WEP on hold until you find your niche or until you come up with the perfect value statement. It's better to start with something *simple* than to wait until you can come up with something brilliant.

Remember: Your value statement is yet *another* ingredient in your warm email that does NOT have to be perfect in order to make an impact.

Tip: Don't focus on what you've DONE as a copywriter. Rather, focus on what you're CAPABLE of doing ... or what you *want to do* for clients.

Keep in mind that your value statement will evolve over time—sometimes very quickly. So start with what you have; don't delay. And see where it takes you. As you see what works and you think of new ideas and approaches, revise your statement.