



Warm Email Prospecting for Freelancers

Narrowing Down Your Prospects

Even if you use only three or four of the resources we discuss in this program to compile your list, you'll quickly have more prospects that you'll have time to approach. So before you start any email prospecting effort, take some time to rank your list. Then, focus your efforts on the highest-probability prospects first.

Here's a simple yet very effective ranking mechanism. Rank each of your contacts using your best guess. Those who score high and medium in all three categories are your best bets. And, to remain on your list, each prospect just score "high" or "medium" in two categories.

#1: Rank each contact based on the company's level of activity in your field

#2: Rank each contact based on how well you know them.

#3: Rank each contact based on your credentials in the industry they work in.