

10 Must-know Tips To Write Emails That Sell

Sue Hershkowitz-Coore, CSP

10. Use it. Email is an easy way to stay in touch with your contacts. But don't make the mistake of using it only when you want to sell. Offer them value by sharing ideas that will profit them. If you can be specific about why you're sending what you're sending tell them: *You mentioned that dog has compulsive canine disorder. I came across this and thought it might be helpful.* If you can't personalize like that, write: *Hi Name... Thought you might find this helpful. All the best.* Resist the urge to sell or even to add stuff to your signature line. (I knew you were thinking about that.)

What can you send?

- a link to a great article or blog post
- an exclusive sneak preview that isn't available yet to get them excited (both about exclusivity and the new thing)
- a beautiful image of your city or a special happening at your venue
- a white paper you wrote about their industry
- good news about their industry

9. Keep it short. Don't turn them off by writing an essay. If it doesn't mean anything to your reader, delete it. This includes superfluous stuff like: *How are you today?/What a pleasure it was to speak to you/We would like to...*

8. Read it. Did you say what you wanted to say? Now, get out of your chair, spin it around and approach it from the other direction. This time read your message from your recipient's perspective. Is it clear? Is it meaningful? Is it respectful?

7. Pay attention to the details. What else do you have to sell except your scrupulous attention to detail? If you aren't going to start in an email, when will you? This includes spelling, punctuation and grammar. If you can't spell, buddy with someone who can. For easier proofing, send your email to yourself, print out the message, or change the font style so you'll see it with a fresh eye.

6. Be yourself. Lots of people "overthink" when they write, or think they're writing for their English prof. Use conversational language and just write it as you would if you were talking on the phone. The great thing about writing, unlike brain surgery, is that you can make a mistake and fix it, before anyone knows.

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5. Summarize. Your subject line should be an honest and specific summary of your message. If the message requests action, start with that:

Action Request: Pl fax BEO today to confirm selection

Invitation: Complimentary webinar for meeting pros - Nov 12 - 11:30a/EST

4. Hype, but truthfully! When prospecting, put your subject line on steroids. Be quirky (if your brand is) but avoid being over the top or cheesy. Tell them exactly what they'll gain. Really. Over sell and lose the sale.

Save an additional 6% on meetings booked by Nov 12

Create meeting buzz by meeting at a "new" hotel

More exciting than an iPhone and compatible with every phone carrier (ahhhh, not so much...

this is pure hype)

3. Think for them. Don't make them work to answer your request by asking them what they think. Make it easy for them to give you a short answer. (This is especially important when writing to C-levels.) Instead of writing, *What do you think about this idea?*, write, *As soon as I receive your approval, I'll move forward with this.*

2. Commit to a next step. In selling, there is always a next step. It might be that you'll follow-up with a phone call in 3 months or you'll call them tomorrow. It might be that they fax back the agreement and you confirm the arrangements. It might be a lot of things. But if you don't ask, you won't get.

And the #1 email selling skill of all:

1. Let them feel the love. *Every* message should build the relationship. Help them feel safe and smart. Even if they're wrong, why make them feel wrong? Make it easy for them to love you back.

Sue Hershkowitz-Coore, CSP is an award winning speaker, sales trainer and author. Her books include Power Sales Writing (McGraw-Hill) and How To Say It To Sell It! (Prentice Hall Press/Penguin books). Sue's energy pumps up audiences and her content wows them. To schedule Sue to speak at your next meeting, call 480-575-9711 or email Sue@SpeakerSue.com. Visit the website www.SpeakerSue.com for additional articles, surveys and other cool stuff!

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