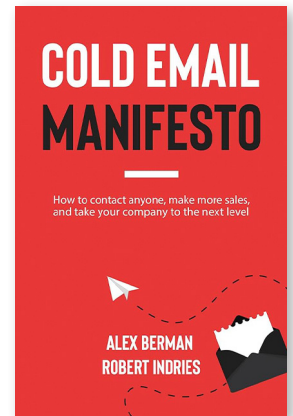


Cold Email Manifesto

How to Contact Anyone, Make More Sales, and Take Your Company to the Next Level

by **Alex Berman and Robert Indries**



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THE SUMMARY IN BRIEF

Most businesses struggle to scale. One of the most common reasons behind this problem? Either their conversion rates are too low, or they never have enough leads.

The book *Cold Email Manifesto: How to Contact Anyone, Make More Sales, and Take Your Company to the Next Level* tells entrepreneurs and business leaders exactly why cold email is their million-dollar secret weapon. It rips open the secrets of crafting “perfect” cold emails, talks comprehensively about the elements that make up these emails, and shares invaluable advice on how to build a genius sales team.

Authors Alex Berman and Robert Indries unfold their professional expertise into a clear, ultra-actionable game plan that helps us hunt quality leads, use the magic of cold emailing to sell to those leads and build a massively profitable business.

IN THIS SUMMARY, YOU WILL LEARN:

- Why cold emails are supremely powerful.
- How to create the perfect cold emails.
- How to get potential clients to respond.
- How to build an a-team and lead it to victory.

Introduction: Starting from Scratch

One of the biggest mistakes companies make repeatedly is that their distribution model stays completely messed up before they launch. Relying on referrals as an agency owner, for instance, is akin to moving to Hollywood to become an actor. The odds are super, super slim. The solution? You need to be growing via outbound marketing. And that's why cold email is an excellent way to grow your business.

Most people believe cold email is spam. How do you deal with this perception? Understand why the recipient believes you're spamming. Ask key questions and use the feedback to get better. Eventually, you'll start to be praised for the quality of your emails. Agencies operating in a field as saturated as SaaS must focus on targeted cold emails, booking sales meetings, and winning based on personalization. While the big guys spam, you win by hitting potential customers with targeted, customized cold emails.

Now, many of you reading this book may be starting with nothing. But you can use it as an advantage. I closed our first \$600,000 in sales for x27 while living in my mom's basement. You don't need to spend money on advertising. You can do this for free. All you have to do is get the process right.

Chapter 1: My Dad Was the Cold Call King

My dad was an innovator. He saw an opportunity and created a multi-million-dollar business out of it. A part of that business was cold calls. So, naturally, selling was in my DNA!

If we fast forward to the present day, cold calling still works. But it's not as useful as it used to be (it needs a massive Jurassic-World-style reboot)! There are a ton of reasons for this, but the primary one is simply that cold emailing is more efficient and effective. Instead of cold calling Coca-Cola, which might have been one out of 100 calls that even connected that day, I can instead email 100 similar companies, and book 4 to 8 meetings in a few hours.

But how did I get this figure of \$600,000 in recurring revenue for our agency in such a short period? This was a straightforward process. All I did was start sending out emails. From the first batch of 20 emails that I wrote, I was able to arrange 8 meetings. And then the next day, another 20 emails went out, and I managed to book 6 more meetings. So that was nearly 20 meetings booked from just three days of work and only 60 initial emails.

Back to the subject of cold calls, a regular process involves a dialer contacting countless people until a few people (who you know absolutely nothing about) respond. On the other hand, the new system of cold calling – I call it Cold Calling Reboot – is about choosing your clients carefully. You reach out to just 50 people you believe will be interested in your product instead of calling thousands of uninterested parties. You run customized research on these 50 to progress the dialogue further, book meetings, or send emails.

Now that you know why Cold Calling Reboot – replacing your current marketing strategy with a targeted multi-touch omnichannel cold email campaign – is superior, let's get into the actual process of doing it.

Chapter 2: Making Cold Email Work

Cold calling is dead. We've established that. Instead, we are warm calling. When we get customers on the phone, they've already opted in. And the best way to achieve this is via cold email. So here, we're going through the entire Cold Email process. This involves:

Specific Offers. The most important aspect of a cold email campaign is to have a very specific offer. You must have something nailed down (i.e. a compelling proposition) that you know that you can deliver. This could be something that would separate you from the competitor or a unique offer they can't refuse.

Subject Line. We have a complete list of subject lines proven to perform later on in this book, but for now, just use the subject line "Quick Question." This line has consistently outperformed others in our testing.

Framing the Compliment. The best cold email is a fully custom-written one, and the worst-performing email is a generic template. But fully customized cold emails take hours, so I realized utilizing a customized first-line would help transfer the power of a fully personalized cold email while saving time.

Creating your Sales Team. Break all the tasks up into component parts, and then get people to specialize. For instance, your closer must only focus on closing and your lead generator must only focus on bringing your clients, and so on. Also, tap into the power of CRM (customer resource management) software to ensure your entire sales team is connected. Your lead generator, first-line writer, appointment setter, and closer all need to be tracked by the system

Paying attention to your benchmark stats is critical to doing cold emails effectively. Your lead generator should be able to locate 200 quality leads every day.

and all the data must be managed by the sales director.

Benchmark Stats. Paying attention to your benchmark stats is critical to doing cold emails effectively. Your lead generator should be able to locate 200 quality leads every day. Your custom complement writer must have a book rate between 4-8%. Finally, your closer should be getting between a 10-25% close rate from cold leads and 80% for warm, qualified leads.

Your overall Cold Email process must include:

- Targeting the Customer. Here, you drill down into the specifics of the industry that you're dealing with. A strong customer profile will include the title of the person, the company size, and its revenue.
- Building your Targets. This step is all about clearly identifying your targets. For instance, if you're selling Twitter management, you'll want to target those who aren't achieving their potential on Twitter.
- Running Outbound Email Campaigns. Many people don't respond to the first email due to many reasons. This is where the need for follow-up emails comes in. Use the same email thread for follow-ups and avoid sending more than 3-4 emails, with the last one being a "breakup email."
- Once you've been through the email process, and you've hopefully attracted a client, it's time to arrange a meeting, create a rock-solid appointment setting script, and craft the sales call to finally close the deal.

Chapter 3: The Pre-Work

Most companies miss three key components of a winning cold email offer. These include: case studies, the offer itself, and the target market.

First, you need to get your case studies super aligned. You want to put an offer in place that is a no-brainer for potential clients. And the important component is that you want the target market to be someone that can afford your offer. You can derive your target market from existing case studies.

A good offer is specific and is tied to a monetary goal. This means that somebody hearing your offer for the first time will immediately know that it's going to make them more money or help them look good in their job. Try to reframe everything you offer in terms of how much money it's going to make our potential clients. For instance, if you're designing logos, you're going to help increase brand credibility which will, in turn, lead to more sales.

Next, you'll want to sell from a domain that is not your main domain name to avoid your main .com going to spam for the rest of your agency's life. So, buy three similar domains and redirect back to your main site. Don't neglect your email signature. A good email signature will include your name, contact details, and one strong link. Finally, warm up your email. Email warm-up tools trick the spam filters into seeing your new inbox as a real person. You can find them on ColdEmailManifesto.com/tools.

Chapter 4: Lead Generation

At this point, you've done a lot of prep. You've gone through the pre-work, you have your case studies in place, you know where you're positioning yourself in the market, you know who you're targeting. Before you go any further, we need to talk about lead generation. Who you send an email campaign to is more important than the content of the email.

Cold email is not spam, so don't make it into that. Make sure your lead generation criteria are watertight, your whole operation remains above board, and you're helpful rather than a nuisance. To put lead criteria in place, keep these points in mind: first and last name, email, website, company name, and custom first line.

To write your custom first line, you'll need to define your target market, which requires you to know three things: A specific industry, job title, and company size. Target Golden Geese companies that are worth between \$5 million and \$150 million in annual revenue. These are the companies that will pay more than a small business and respond faster than big-name corporations.

The three most valuable ways to generate leads include:

- Lead scraping. This is a manual lead generation process. Here, you find a list of companies online and generate your email list from this research.
- Lead databases. Utilize the array of lead generation databases that already exist.
- Online freelancers. With countless job boards online, hiring top freelancers to generate your leads can work wonders.

Chapter 5: The Perfect Cold Email

To reiterate, a great cold email consists of five parts: Subject Line, Compliment, Case Study, Call to Action, and Email Signature.

Subject Line. Your subject line is your first point of contact with a potential prospect. The top subject lines that have proven to be successful include:

- Quick Question
- [Name], Quick Question
- Quick Question, [Company Name]
- <Relevant Emoji>
- Question?
- Something for you, [Name]
- Interview Invite
- I've got a Story for You
- [Name] Recommended I Get in Touch

Personalized First Lines. This should compel the recipient to respond. And as we discussed earlier, nothing works better than a custom complement.

Case Study. A great hypothetical example of this would be, "Recently, we helped Marvel Studios get 250,000 Twitter followers in two weeks using targeted Twitter ads." Remember though, a case study isn't just about flaunting numbers. Every word here must demonstrate experience, instantly build authority, and curate the appropriate reaction from the recipient.

Call to Action. The first example of a CTA that works is the 'simple ask.' Example: "Interested? Let me know and I can send over a few times to chat." And the other we refer to as the 'specific benefit.' This one is a little more advanced. "Can you take on more clients? Let me know, and I can send over a few times to chat." The reason that

the second one is more advanced is because of the first few words, which are customized to your exact offer, rather than copy-pasting the same sentence as everyone else.

Chapter 6: Hit Send

By now you've unlocked the secret of cold email. But before you hit send, there are quite a few questions that need to be answered.

How many emails are you going to send? It's natural to want to jump in at the deep end. But if your campaign isn't appropriately optimized, you'll run the risk of having burned leads and getting marked as spam. Instead, if your campaigns are well thought out and you're more patient, you can eventually be in the position to send 1,000 emails a day or more. Start with sending 10 cold emails per day and increase that by 10 more every day for the first month, until you're averaging 100 customized emails per day. And before you scale your numbers to over 1,000, make sure your campaigns are functioning correctly. Don't scale your campaign unless you're hitting your targets.

What's the best time to send emails? People tend to check their work emails at certain times of the day and week. So, first thing in the morning and the end of the working day are the best times to send emails.

When to send your first campaign? You're not going to nail everything on the first or even the fifth attempt. But keep testing what types of emails work and how you can improve to boost your response rate. Use the tools on coldemailmanifest.com to queue your first campaign.

One of the most important ways to improve cold email results is via lead quality. Ensure that you only send emails to people who are likely to purchase from you. Your email response rate is the key benchmark. Remember that you should be aiming for 6+ meetings per 100 emails sent. Create a testing plan to ensure your cold email strategy brings results. Some suggestions include:

- For every 100 emails you send, try 50% with one subject line and 50% with another.
- Try different case studies and experiment with the wording.
- Change the sending times for different days and hours.
- Swap follow-up emails, and try different wording and approaches.

The best salespeople believe
in the service that they're delivering,
they believe in the product.

Chapter 7: Building A Team of Rockstars

Now that you know about all the prep work you need to do, and all the specifics involved in getting started and bringing success, it's time to focus on building a team of rockstars. This involves talking about mindset, happiness, and how you should set the business up so your employees relish the process, and you grow and succeed as a result.

Start with working on creating job satisfaction. Everyone on your team has their own interests, their own internal artist. Identify what that is and build a business case that enables them to work on it. It might not be 100% of their projects. It might not even be 10% of their projects. But if you can throw in some fun projects regularly, maybe once a month, you'll boost the happiness of your employees.

Recruitment is key in any business. And in the type of business we're discussing here, there is no one more important than the salespeople. The best salespeople are either freelancing and making millions or hired by top corporations with the best possible compensation. So that leaves you with the C-tier salespeople and the way to address this problem is to train your people from the bottom up.

The best salespeople believe in the service that they're delivering, they believe in the product. To deliver at the highest levels, you'll have to achieve buy-in across your organization. For this, it's important to fix your production and delivery and communicate this effectively to your salespeople. Finally, opting for a commission-only model ensures you pay just based on what your salespeople close and that helps your organization grow organically.

Chapter 8: Leading Your Team to Victory

If you manage any sort of organization, you're always learning on the job and uncovering new things, but there are still broad principles you can put in place that will always apply and always deliver results. These four vital

obligations are your obligation to the employee, to the customer, to yourself, and to the business.

Remember, people will do whatever they're going to do, regardless of whether you're there or not. Therefore, your job as a manager is to identify the people who will flourish within your organization and create an enabling culture that allows them to succeed. If you identify the right people and get them excited about working with you, the sky is the limit!

Chapter 9: Other Uses for Cold Email

If you've listened to the book to this point, you know how to use cold email to transform your sales and your business. Cold email is not just a tool for sales. It can be a powerful way to generate backlinks, get your dream job, and literally achieve anything you want.

Cold email means crafting your pitch in a way to get what you want from whoever you want. So, just craft your pitch, send it to their direct email, and see what happens.

Conclusion: Where to Go From Here

You understand that cold email is a life-changing and business-changing skill. You now have everything you could ever conceivably need. At this point, all you have to do is execute. You have no excuses. You can begin to implement cold email today and unlock success and riches. Go, do it now!



Known as the “Cold Email King,” **Alex Berman** has helped over 100,000 professionals with his cold email marketing course. More so, the free marketing resources he shares on YouTube and Twitter has reached over 10 million people thus far. **Robert Indries** currently owns 8 businesses generating 7-figures yearly, which have grown steadily month after month even during a global pandemic. With operations on four continents and thousands of clients all over the world, Robert is providing jobs to hundreds of people in 6 different industries.

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