



CORE SESSION 1

COLD EMAILS

And How to Write Them in a Way that
Compels Your Prospects to Take a Meeting

AGENDA

01

How to Pick a “Reason for Reaching Out”

02

Structuring an Email

03

The 7 Pillars of Attractive Messaging

04

The 7 Deadly Sins of Messaging



01

Picking a “Reason for Reaching Out”

THE 5 PREMISE BUCKETS

1

Self-Authored Content

Webinars

Articles

Posts

2

Engaged Content

Liked

Shared

Commented

3

Self-Identified Traits

Profile Line

Headline

Company Line

THE 5 PREMISE BUCKETS

4

Junk Drawer

Schools Attended

Personal Interests

Hobbies

Recommendations

Skill Endorsements

5

Company

M&A

Posts

Blogs

Hiring

Website Language

POSTBOUND PREMISES & SCENARIOS

01



Bucket #1: MENTION the Premise

- 1. Content Downloads**
- 2. Event Attendees**
- 3. Webinar Registrants**
- 4. High Value MQL**
5. Executive Churn (UserGems)
6. Firmographic Trigger: Hypergrowth
7. Common VCs (To you & Customers)
8. Demoed in the Past
9. LinkedIn Engagement

02



Bucket #2: DON'T MENTION the Premise

- 1. Website Views**
- 2. Dark Funnel (G2, 6Sense, Bombora)**
3. Firmographic Trigger: Company Funding
4. Firmographic Trigger: IPO
5. Email Opens
6. Cold Outbound

PREMISE PAIRING

But more importantly

01

Postbound
Premise



Personalized
Premise Summary

One line in specific

02

Personalized Premise
Summary



Personalized
Premise Excerpt

02

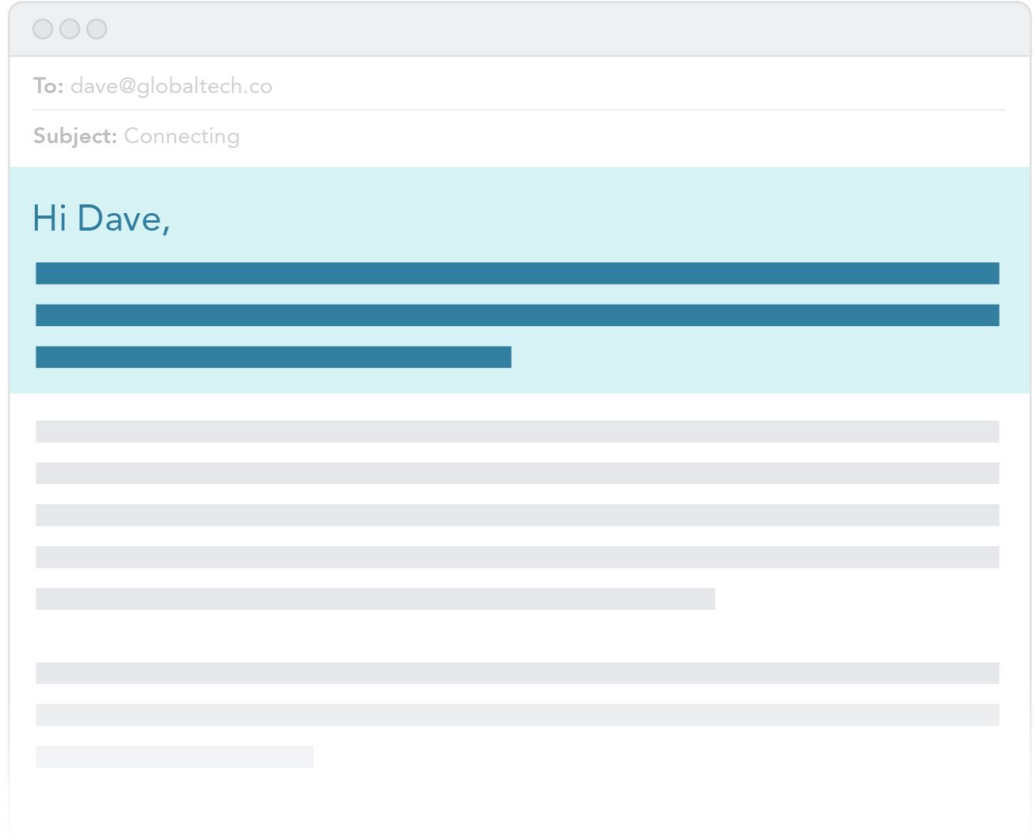
Structuring an Email



HOW TO STRUCTURE AN EMAIL

Premise

What about the prospect
OR their company triggered
your outreach? (The reason
for my email is....)



HOW TO STRUCTURE AN EMAIL

Body

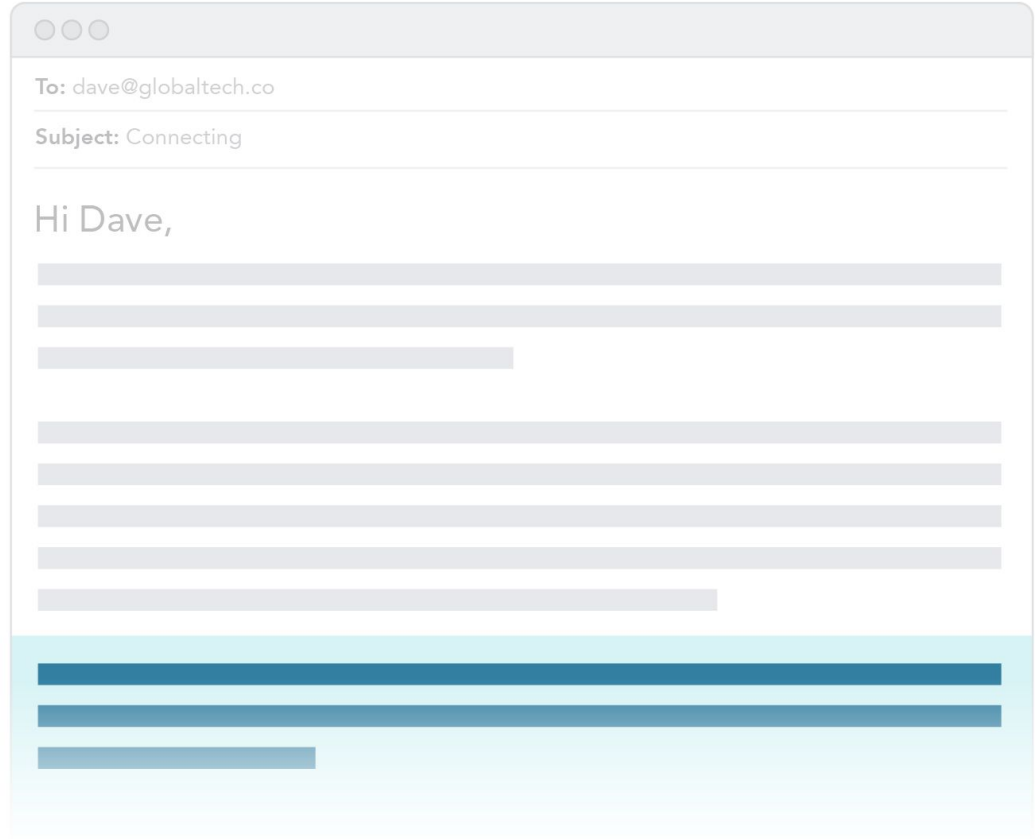
Mapping your company's
value prop to the premise
of your outreach



HOW TO STRUCTURE AN EMAIL

CTA

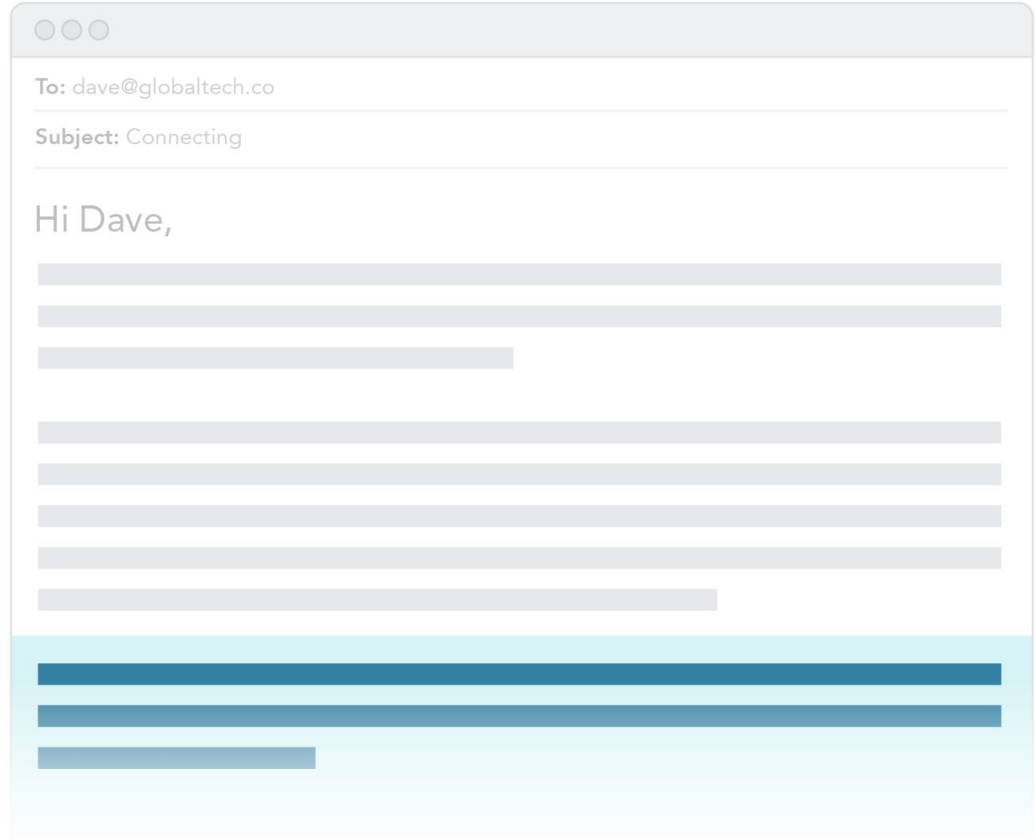
Request ONE time to
unpack the content
mapped out in the premise



HOW TO STRUCTURE AN EMAIL

Push - Pull Technique

Either way...





03

7 Pillars of Attractive Messaging

THE 7 PILLARS OF ATTRACTIVE MESSAGING

1

Prospect-Centric

Only discuss
your prospect, not
(YOUR COMPANY)

2

Pain-Centric

What pains you
alleviate, **not** what
pleasure you add

3

Pride Adverse

Make the prospect
the hero/authority

- **Passive Submission** – Prospect Fandom
- **Proactive Humility** – Accountability & Falling on Sword

THE 7 PILLARS OF ATTRACTIVE MESSAGING

4

Fluidity

Connecting
Premise, Body
and CTA

5

Relevance

Predicated on
Buyer
Persona

6

Brevity

Never use 7
words when
4 will do

7

Noticeability

Getting an
open with
Subject Line,
without Bait
and Switch



04

7 Deadly Sins of Messaging

7 DEADLY SINS OF MESSAGING

NO-NO
#1

PRINCIPLE

Being too casual
or too silly

EXAMPLES

1. GIFs
2. “Hey Scott”
3. The “List”

NO-NO
#2

PRINCIPLE

Wasted text

EXAMPLES

1. “I know you’re busy, but...”
2. “Just want to follow up”
3. “Just want to circle back”
4. “I’d love to...”

NO-NO
#3

PRINCIPLE

Being the authority
over the prospect

EXAMPLES

1. “Let me know...”
2. “Scott,”
3. “I’d be happy to”

7 DEADLY SINS OF MESSAGING

NO-NO
#4

PRINCIPLE

Questioning the Prospect's Authority

EXAMPLES

1. "Are you the DM?"
2. "I guess you're not the right person"

NO-NO
#5

PRINCIPLE

Making Your Prospect Feel, "Not-OK"

EXAMPLES

1. "I've emailed you 7 times, but you haven't responded..."
2. Mudslinging against competitors your prospects use

NO-NO
#6

PRINCIPLE

Glorifying Yourself

EXAMPLES

1. "We are the ..."
2. "We are the #1..."
3. Social proof where YOU'RE the hero

NO-NO
#7

PRINCIPLE

Making your prospect feel stupid

EXAMPLES

"Do you know what we do?"
"Does that make sense?"

IN SUMMARY...



flipthescript.co

linkedin.com/company/flip-the-script