Effective Emails

Participant Workbook

Table of Contents

Objectives

1. Compare your current email outreach strategy against industry trends of B2B sales emails that are delivered, opened, and acted on.

2. Leverage writing best practices to craft cadence-related or one-off emails that create clear, actionable, and timebound next steps for prospects.

The Pillars

Maestro's Sales Pillars are:

Control What You Can Control	Mitigate Risk

What are things we can control when writing emails?

What risks do we have to mitigate against when writing emails?

The Five Parts of an Elevated Email

The Five Parts of an Elevated Email

Every email you send to your prospects should have five parts. Write them down below in order.

1 _____

2 _____

3 _____

4 _____

5 _____

Emails that get the *highest response rate* are typically _____–_____ words long.

Subject, Greeting, and BLUF

Subject

What should the goal of your subject line be?

[ ]

For best results, your subject line should be ____–____ characters long.

Greeting

Which greeting(s) would be the best to use in your initial prospect email?

❑Dear   ❑Hi   ❑Hello   ❑Hey

BLUF

What does BLUF stand for?

B_____ L_____ U_____ F_____

Whose bottom line are you focused on in your email? Why?
(Hint: Is it yours or your prospect's?)

[ ]

What Stands Out So Far?

What are 2–3 key takeaways from what we've discussed today? (Include insights from others.)

1. _____

2. _____

3. _____

Additional takeaways:

Setting Your Tone With SPACE

When you have limited space to write an email, taking advantage of SPACE helps you get your point across effectively. Complete the table below.

Best Practices

S		
P		
A		
C		
E		

Reflect: Why do you think even the highly educated prefer content written in a lower-level literacy range?

Call to Action

In your initial outreach, what are you hoping your prospect will agree to?

Note: _This_ is your call to action!

How many possible time windows should you provide for your prospect? *(Circle the correct response below.)*

A. 1
B. 2
C. 3
D. 4

E. 5 or more
F. Just tell them your schedule is wide open!
G. Calendly is more my thing

Why did you make your selection?

The Maestro CTA

Read the following sample CTA and answer the questions.

Which of the following windows works best for you for a 20-minute conversation?

Tues, Aug 1st: 12:00pm–2:00pm ET

Wed, Aug 2nd: 9:00 am–10:30 am ET

Thurs, Aug 3rd: 5:00 pm–5:45 pm ET

If none of these times work for you, please provide 2 additional windows that do. I will do my best to accommodate your schedule.

1. Why offer a 20-min window over a 30-min window?

2. What do you notice about the dates/times offered?

3. Why provide specific time windows even when you have open availability?

4. Why give your prospect the option to provide 2 additional windows that work with their schedule?

Call to Action

Providing open availability or asking your prospect to provide you times to meet yields a 2% response rate.

Providing three time windows increases that response rate to 25%.

Sign-Off

Which sign-off(s) do you think yield the best response rates?
Check the boxes below.

❑ Best   ❑ Thank you   ❑ Cheers
❑ Thanks   ❑ Warm wishes   ❑ Respectfully
❑ Regards   ❑ Sincerely   ❑ Thanks in advance

Do you notice anything these sign-offs have in common with one another?

Emails that use words of thanks have a 62% response rate. Those that use closings like "Best" or "Regards" have a 46% response rate.

Email Best Practices

Best Practices

Recall Maestro's sales pillars:

| Control What You Can Control | Mitigate Risk |

What errors do you tend to make when writing emails? Be as specific as possible.

What can you do to control your writing process and mitigate the risk of sending a bad email?

Common Errors

- Everyday vs every day
- Altogether vs all together
- It's vs its
- Separate vs seperate
- A lot vs alot
- Tenets vs tenants
- Complement vs compliment
- Less/Fewer
- Two/Too/To
- They're/Their/There
- You're/Your
- A part vs apart
- i.e. vs e.g.

Should This Be a Call?

In what instances would it be better to set up a call than send an email?

When people get an email, they have four choices
on how they want to deal with it:
delete it, do it, delegate it, or defer it.

Any email that takes longer than _____–_____ minutes
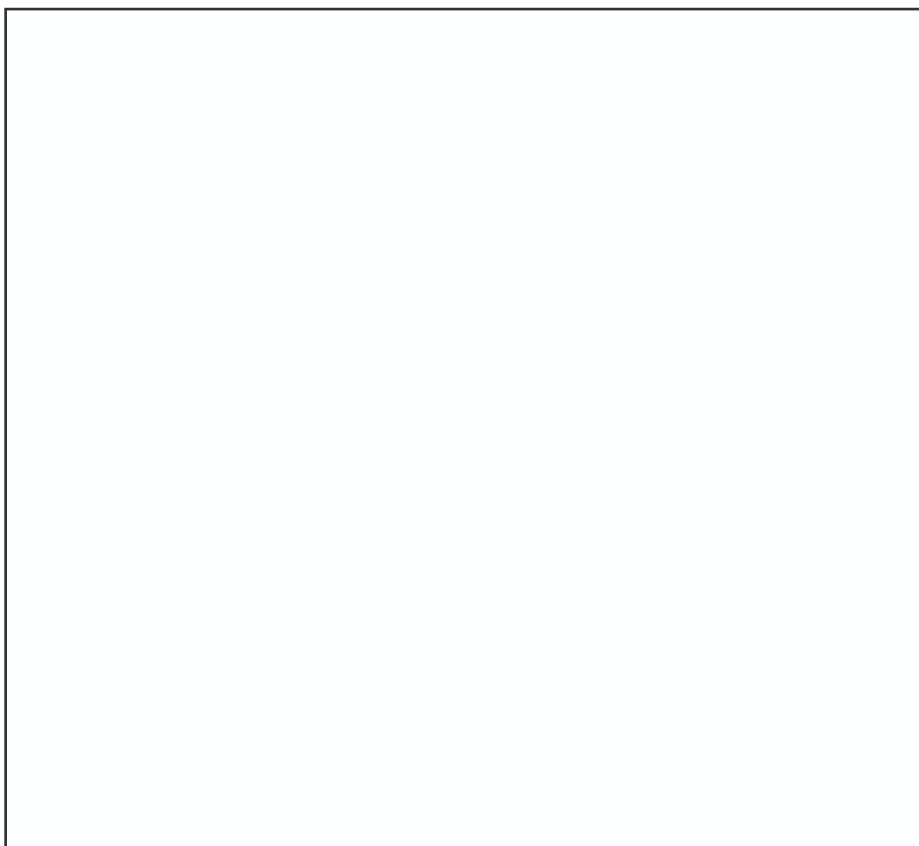to take action on
will likely be *deferred.*

Session Recap

Session objectives:

1. Compare your current email outreach strategy against industry trends on B2B sales emails that are delivered, opened, and acted on.

2. Leverage writing best practices to craft cadence-related or one-off emails that create clear, actionable, and timebound next steps for prospects.

What is your biggest takeaway from today?

Post-Session Assignment

Open your most frequently used custom email templates:

1. Rewrite your subjects using some the best practices you just learned:

   ☐   Phrase it in the form of a question.

   ☐   Personalize it with the recipient's name or company.

   ☐   Address a pain point.

   ☐   Include numbers.

   ☐   Create urgency or fear of missing out.

   ☐   Make the reader curious.

   ☐   Make it 41 characters or less in length, with an ideal length of 25–30 characters.

2. Rewrite the body of the email to place the prospect's BLUF at the top.

3. Ensure you have a clear CTA.

4. Change your sign off to "thanks."

5. Do a word count. Flag emails that are over 125 words.

Email Planner

Subject
Ideal length: 25–30 characters

Greeting
"Hi" or "Hello" are good options; "Dear" is archaic.

BLUF (Bottom Line Up Front)
This is not your bottom line. What's in it for them?

Clear Call to Action (CTA)
What action are you asking them to take?
Looking for time on a calendar? Use the Maestro CTA.

Sign Off
Closing with words of thanks gets the highest response rates. "Best" and "Regards" had the lowest response rates.

MAESTRO GROUP

The science of higher sales