Business Commonplace

Cold Emails:

Picking Strategy:

Keep results on who (in what position) answers and try it first next time

Know your audience, get to know your audience

People who are more active on Twitter, give talks at meetups, blog or contribute to open source projects are more likely to answer cold emails and more importantly – more likely to try out new products

If I don’t find anyone within the company who seems like a right person to approach – I move on to the next company.**If it doesn’t feel right don’t do it**, if you don’t have a good reason to approach this person

After sent:

wait about 3-4 days before moving on to the second or third option at that company

Send multiple emails:

* Second should be 3-4 after first and ask if the message got put in the spam folder.
* The third email usually explains why you’re nagging them and why you’re so interested in them or their company

Email itself:

The subject line I use now is “Efficient servers save electricity at Companyname”

Link to twitter, github, company blog etc IN THE SIGNATURE! (cool)

Link to website/profile in email if put means you don’t have to blurb about you too much

Link to cool stuff too, like a demo or pictures twitter etc

Paragraphs:

1. why and how lopoco can help you
2. Why I am writing to you (how did I come across the receiver’s email: projects, their past experience, youtube, etc), and if you don’t have something relevant to say, then don’t
3. Why now and what do I want

Be direct and specific, ask for what you want. Call to action: Lets meet to discuss [m/d-m/d]

Your why now should be convincing… in town, relevant new feature, business dilemma

Include these for a good email:

1. Flattery,
2. Benefit to receiver,
3. Credibility,
4. Call to Action,
5. Read it Out Loud,
6. Make it Easy to Say Yes.