

DOING COLD EMAILS

The Right Way

Theories about cold email marketing:

- If everyone ends up doing it, the effectiveness is lost.
 - Even if it's a miracle cure, too many people are poorly trained in administering it.
 - Even in perfect form, the sheer amount of emails can overwhelm you.
- You must have patience. People don't all move at the speed of marketing.
- The recipient must truly benefit and get value from your request.

A Tale Of Frustration

There are a few different ways people have been using cold emails to get influencers to read and share content:

"Check it out."

- Tell the influencer how they'll benefit from reading and sharing your content.
- Don't be vague, spell out the WIIFM (what's in it for me).
- Don't make it feel like a trick—explain why you want them to check out your content.
- Give them a call to action, telling them exactly what to do after they read your content.

"Review it and see if you agree."

- Spell out, clearly, what's in it for your influencer if they review your content.
- Define the action you want them to take—should they email you if they agree?

"Comment on it."

- Again, explain what's in it for your influencer if they comment on your blog post.

"Give me pointers on how to make it better."

Time is hard to come by, so how can you make it incredibly easy for your influencer to share their feedback?

Ex. Write something like, "I'd value even a simple tip from you that's only a sentence long."

- 1.
- 2.
- 3.
- 4.
- 5.

"Would you share it with your followers lots and lots of times?"

- Again, define what's in it for your influencer if they share your content.
- Make it extremely easy to share your content by including click to tweets in your emails.

What To Ask Yourself As You Write Your Cold Emails

1. Did it jump the shark?

What kind of responses are you getting back?

How could you revamp your technique to improve your response rate?

2. Am I valuing the person?

Look at your email. Make sure that your email shows the person that you value them.

Remove:

- Jargon*
- Insincere compliments*
- Overly casual friend-talk from a stranger*
- High request loads (share this, do this, review this)*
- Barrages of simultaneous friend requests from every social network*

Have one goal for every email, and that's it. What is your goal?

- Don't use the shotgun approach and just hope something sticks.
- Don't waste people's time, and don't get flagged as a spammer.

3. Is my timeline off?

As you improve your cold emails, remember:

- Engagement is not a cold email or a follow-up.
- Real relationships, and real engagement, takes time.
- Do not spray and pray in hopes of fast returns.
- Provide value in your emails, focusing on building a relationship slowly over time.

4. Is there any real interest?

- Don't keep following up if you don't hear back. It's time to move on.

What You Need To Do

1. Pre-engagement engagement.

Look for people to engage with who:

- Are active on social media.
- Have active followers.
- Have lots of blog comments.
- Are in the habit of promoting others or doing what you're ultimately going to ask them to do.
- Are someone you've engaged with legitimately (i.e. not looking to get something from) in the past.
- Have responded to you in the past.
- Are doing something unusual, unique, or have a brand or thing going on that is different from everyone else that you are truly interested in.

2. Inject tangible value into your communication.

- Ask their opinion about something they are interested in (anything other than about a post you just wrote).
- Ask questions, as if they were a mentor (but no links to your site right away).
- Sincerely tell them how their writing helped you.
- Share some content with them that isn't yours, and tell them why you thought it might help, or how it fit in with what they have previously talked about.

Send them something—quite literally—that helps them know you actually care about what they're saying, doing, or standing for. Here are a few examples to get you started:

- A postcard
- A letter
- A Graze box
- A holiday card
- Treats for their whole team
- A book on their Amazon wish list
- An album from their favorite musician
- A t-shirt from their favorite movie
- Donate to their favorite charity

When thinking of cold contacting an influencer to gain traction for your content, ask yourself these questions:

1. What is too common?
2. What is uncommon?
3. How can I make this happen using something uncommon?

3. Don't care so much.

- Don't chase too hard. It's a turnoff.
- Don't let cold email marketing be your only—or even one of your main—marketing techniques.
- Be patient because email takes time.

Be Picky.

The crucial question is this: What can you do (not just say) that shows you invested time and/or money into your communication? What have you done that shows you value the person?

1. Pick your request.

- Choose the one call to action you want your influencer to do.
- Help your influencer understand the value you'll provide them with when they do what you want.

2. Pick the person.

- Spend time getting to know the people you want to build relationships with.
- Keep it personal with less quantity and more quality interactions. No more templates.

3. Pick the method.

Think of a creative, uncommon way to capture your influencer's attention.

Ex. I'll lead with a conversation about her favorite sports team.

- 1.
- 2.
- 3.
- 4.
- 5.

Creating relationships with others is an important part of becoming a successful content marketer.

Want to make sure you are sharing your best content? When you're ready, try out CoSchedule!

Grab your 14-day free trial today!

Hear The Raves



"I use CoSchedule to promote every new blog post and to re-promote my most popular posts on a regular basis. It is a one-stop solution, since I can post to every social media channel from within WordPress. It is simple, elegant, and an indispensable part of my toolbox.

— **Michael Hyatt**, *New York Times* Bestselling Author of *Platform: Get Noticed in a Noisy World*



"I need to keep our editorial calendar sharp, coordinate our guest contributors, and make sure we are amplifying our blog posts with social media. For me, CoSchedule does all that perfectly. It's like magic for my blog!"

— **Jay Baer**, *Convince & Convert* Bestselling Author of *YouTility: Why Smart Marketing Is About Help Not Hype*

CoSchedule

The social media editorial calendar for WordPress

The screenshot displays the CoSchedule WordPress plugin interface. At the top, there are navigation tabs for 'WordPress Blog', 'Schedule', and 'Settings'. The 'Schedule' tab is active, showing a calendar grid with columns for each day of the week (SUN, MON, TUES, WED, THURS, FRI, SAT). The grid contains several scheduled posts with their respective times and titles. A large CoSchedule logo is overlaid on the calendar grid.

SUN	MON	TUES	WED	THURS	FRI	SAT
	<p>8a 5 Tips For Writing Better Blog Headlines Marketing</p> <p>8a 5 Tips For Writi</p> <p>9p Don't Miss: 5 T</p>	<p>8a 5 Tips For Writi</p>	<p>4p Schedule Your Blog Like a Content Pro Content Planning</p>	<p>8a Schedule Your</p>		
	<p>8a Planning Your New Editorial Calendar</p>	<p>10a Grow Your Audience & Traffic Now</p>	<p>9p Schedule Your</p>	<p>8a Grow Your Aud</p>		<p>9p Grow Your Aud</p>