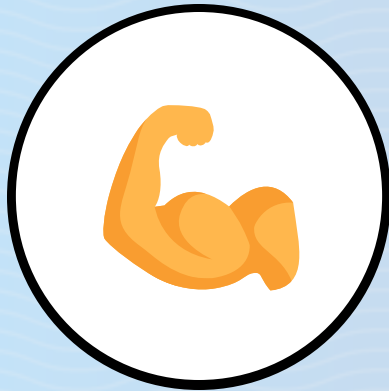


Pushing Through The Intro Email Dead End

New business is hard - you send hundreds of emails, and are lucky to see a response to even a fraction of those. See below a few techniques to help your intro email stand out.



Play to your Strengths

Choose one core strength or capability that you can speak to. Yes, your agency may specialize in multiple areas, but choose one for the introduction email.

A good way to help you identify your core strength is to think back to your current list of clients and ask yourself (and your team), what do our clients love about our agency?

Remember: Prospects are People

You often see subject lines like: "Can I get 15 min of your time?", or "Let our agency help you!". No one is going to read your email if they don't open it first, and a broad or sales-y subject line isn't inviting.

Remember... you're reaching out to an actual person. If YOU would open and read your email based on the subject line, chances are they will, too.



Be Mindful of Spam Filters

Having links, PDFs, or attachments is a sure-fire way to get your e-mail booted to SPAM.

Keep them text-only initially, then you can send case studies and other content once you've begun that relationship.

Want more? Check out our social channels for the latest agency new business content.