



How to Rev Up Your Warm Email Prospecting

With Guest Chris Hardee

Summary Handout

Introduction

What makes warm email prospecting (WEP) so effective is its personal nature. When people get a WEP email, they know it's written for them. It doesn't feel like a broadcast email at all — making them more likely to respond positively.

So I'm generally against automating the process. And when people try it, 99% of the time they take it too far and lose that personal nature.

But one of my coaching clients, Chris Hardee, has found a way to automate (and speed up) the WEP process while still maintaining its personal nature.

His process keeps the most important parts of the process manual, while automating the less important parts.

So if you've been warm email prospecting for a while and have been frustrated by the process... or if you've been hesitant to dive into it at all... then this episode is for you.

Chris Hardee's WEP Experience

In the course of one month, Chris sent emails to 245 prospects.

Each prospect received three emails, sent about five days apart. In total, he sent 735 customized emails.

His results:

- 171 opens (70%)
- 48 people clicked through to his website (20%)
- 36 replies (15%)
- 24 showed interest (10%).
- 10 calls to talk about potential projects.

How was Chris able to send such a large volume of emails? By automating part of the process.

Chris' WEP Process

Chris follows standard WEP methodology to find companies and prospects to target using LinkedIn.

His target market is technology companies. He finds the company's URL in LinkedIn. He looks at their site to see if they're using the type of content he wants to create (primarily white papers and case studies).

If they are, he adds them to his WEP spreadsheet. He also adds a resource that the company has created, which he later uses to customize his email.

Next he uses Email Hunter (hunter.io) to find email addresses. He uses an Email Hunter plug in to automatically populate the email addresses in his spreadsheet to save time.

He creates and send the WEP emails using Mailshake.

Mailshake automatically merges Chris' spreadsheet content with his email templates. Chris also uses Mailshake to build in and send follow up emails.

Chris reviews and edits each email as needed before sending.

If the recipient responds, Mailshake automatically stops the follow up process.

The Toolset

- **LinkedIn Sales Navigator** to research companies and prospects
- **Email Hunter** to collect email addresses
- **Mailshake** to compose and send emails and perform analytics.

Study aids: Email template examples
Spreadsheet example?