

# **How to Modify Your Warm Emails So They Resonate Better in This Environment**

# Prospect

- Warm email prospecting is great for this
- Become active on LinkedIn
- Start by tapping your network
- Plus, huge opportunity with local businesses you already support
- You have an edge if you're already a customer.

# Revised Friends and Family Email Script

SUBJECT: Been a while!

Hi Joe.

It's been a while since we connected. Hope you, Amanda and the kids are doing well and staying safe. [Add one more sentence asking about their health, business, work or family life.]

I'm writing because I've recently launched a commercial writing business. My main focus is to help businesses communicate with their customers and prospects more effectively during this crazy time. And I was curious if someone in your professional network could potentially benefit from my services.

The current situation calls for very nuanced marketing and customer support messages. But many businesses struggle with this. Unfortunately, if they get it wrong, they risk appearing tone deaf and out of touch.

That's where I can help. I fill that need in an affordable way — whether it's customer emails, newsletters, or sales materials that need to walk the fine line between selling and being sensitive to the new market reality.

My ideal client is anyone in the \_\_\_\_\_ industry. But I can also help local businesses who could use this kind of help right now.

Honestly, I really just want to help a few folks communicate online more effectively during this difficult economic period.

Here's a link to my website, where I have additional information: [www.XYZ.com](http://www.XYZ.com).

If you think of someone, would you be willing to make a short email introduction? I assure you that I will treat anyone you send my way with the utmost respect and courtesy.

Thanks in advance, Joe. And please hit reply if you have any questions. Either way, let's catch up soon. Please let me know how you and your family are doing. And send Amanda my best.

Tim Burns

## Revised Warm Email for Solid Prospect

Subject: Your piece on dual sourcing

Hi FirstName,

I love how you're handling your COVID-19 customer communications. I was particularly impressed with your recent piece on dual sourcing and the impact from Asia.

I work with [target market] to help them [what you do], and I'm curious if you're looking for some help reworking or repurposing content marketing assets in light of this continually evolving situation.

I've worked in the X industry for X years, so I know the landscape well. Here's a link to a page on my site if you want to learn more about me: [URL].

Would it make sense to connect this week?

Ed Gandia

Copywriter for the [target market] industry

## Revised Warm Email for Solid Prospect

Subject: Your frontline training guide

Hi FirstName,

I just came across your guide on training frontline workers. I was particularly impressed with how you've pivoted your message and marketing communications to address the new market needs.

I work with [target market] to help them [what you do], and I'm curious if you're looking for some help reworking or repurposing content marketing assets in light of this continually evolving situation.

I've been in the [target market / your previous career] for X years, so I know the landscape well. Here's a link to a page on my site if you want to learn more about me: [URL].

Would it make sense to connect this week?

Ed Gandia

Copywriter for the [target market] industry

## **Revised Warm Email for Local Business (small IT services outfit)**

Subject: Loved your last email!

Hi FirstName,

I've been on your mailing list for a while because I'm a work-from-home professional and have used you guys to help fix one of my laptops. I loved that you reached out to your customers and newsletter subscribers with an update on new security tips and measures —especially since so many people are working from home for the first time ever.

I'm writing because I'm a freelance business writer and I was curious if you might need help communicating with your audience during this challenging time. I'd like to help a few local businesses with anything from customer emails, newsletters, or sales materials that need to walk the fine line between selling and being sensitive to the new market reality.

And I'd like to offer you my first project for free. No catch, no strings, no gotchas. I'm just trying to help our local business community and I love what you guys are doing. I'm a happy customer.

Would it make sense to connect this week to see how I could help?

Ed Gandia