

The
21 WORD EMAIL
That Can Get You More Clients

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Hey there!

Welcome to this short report on the **21 Word Email That Can Get You More Clients**



If you're reading this then the chances are that two things are true:

1. You'd like to get more clients.
2. You're prepared to take action - at the very least to download this report and read it ;)

In this report I'm going to share with you a simple template for an email you can send out almost immediately that will start to get you meetings and calls with potential clients to discuss working together.

Don't be misled by the simplicity of the email.

It works.

And there's an armoury of subtle psychology behind it.

Here's what a couple of people who've implemented the strategy say:

How the 21 Word Email Works

"I put this one tip into action straight away, and had a meeting with a potential client set up before close of business that day. Genius!" - Stephen Ashcroft, Procurement Consultant.

"I emailed about a dozen lost contacts last night. In less than 24 hours I've had e-mails from 5 contacts thanking me for staying in touch, and offering to catch up in the new year...Absolutely brilliant." - Adrian Willmott, Arcus Consulting.

The 21 Word Email works. And it works fast.

Here's how...

How The 21 Word Email Works

Think about your ideal clients for a minute.

Make a mental list of what would need to happen for them to be ready to hire you.

Chances are you've got three big things on your list:

1. They need to have an important, urgent problem or opportunity that's worth solving.
2. They need to be confident that you (or your products) have the capabilities to solve that problem.
3. They need to feel comfortable that they'd be able to work with you. That they trust you (especially true for services).

Now the bigger and more important the problem is, and the more expensive your services are, then the higher the level of credibility and trust you'll need to build before they'll be ready to buy.

A Shortcut to “Ready To Buy” Clients

Building that credibility and trust normally takes time.

That's why the core of any effective marketing system is to nurture relationships with potential clients over time.

That's what I teach people to do when I show them how to build an effective and sustainable marketing system

But there is a way to shortcut the process.

There are some very specific circumstances where you can get to a potential client being ready to buy much, much faster.

In particular there are 4 types of potential clients that you can focus on and carry out specific activities to get them ready to buy very quickly.



With the 21 Word Email we're going to focus on the first of those types of potential clients:

Dropped Prospects.

Dropped Prospects are potential clients that you've talked to about working together before -

The Truth About Dropped Prospects

but it just didn't happen for one reason or another.

Now human nature being human nature, our natural tendency is to assume the worst.

So we assume that they didn't like us...or we screwed up the proposal...or they're never going to go ahead...or they much prefer someone else.

But the truth is there can be a whole number of other reasons why a project doesn't go ahead.

The timing might not have been quite right - *but it might be now.*

Or they couldn't find the budget at the time - *but they might have it now.*

Another priority might have popped up - *but that might well have been sorted by now.*

Or they could well have gone with someone else - *but it might not have worked out and so they could be open to offers of help again.*

In each of those cases it didn't work out at the time. You didn't manage to bring them on board as clients. **But it might well work out now.**

If you think about those dropped prospects, you already know they had a significant problem or opportunity to deal with. And you've already build a pretty high degree of credibility and trust with them - otherwise they wouldn't have been talking to you about working together.

An Email That Builds Goodwill

So in theory, all you need to do now is get back in touch to remind them of the opportunity and re-establish your credibility and trust.

Now obviously you won't have a 100% hit rate with this, some people still won't be ready.

But enough people will be ready to make it a huge ROI strategy, because it's very quick and easy to do. And the payoff is high.

As long as you do it in a way that **enhances your relationship** rather than seeming desperate or feeling like you're nagging them.

Because you want to ensure that they're still a great prospect for the future, even if they're not ready quite yet.

And that's what the 21 Word Email does.

It's designed to highlight the opportunity to work together. Build credibility. And build goodwill for the future.

So here it is...

Subj: Thought you might find this useful...

Hi <name>

Are you still looking to X? Thought you might find this useful: Y.

Would you like to Z?

<signature>

Let's break down the email to see why it works.

First the subject line.

A Simple Subject Line Works Best

You'll notice the subject line isn't one of those clever internet marketing subject lines like "Hey!" or "Bad News!".

Those have their place and they work through curiosity. But they're largely aimed at marketing to people you don't know all that well.

This case is different.

Dropped prospects are people you already know and who you've already spoken to about working together. They don't need "tricking" into opening the email. They'll open it because it's from you and they trust you.

In fact a clever marketing type headline can backfire. They can feel impersonal to your

potential clients, or like you're trying to pitch at them.

Instead you want the email to feel like an email from a friend or trusted business colleague sharing some useful information with them (which is exactly what you're doing).

So I usually use a simple subject line like "Thought you might find this useful..." or "Useful?".

These are exactly the sort of subject lines I use when I'm emailing something useful to my personal friends. So I do the same here.

Now in terms of the body of the email, here's what X,Y and Z mean...

The 21 Word Email in Practice

X is the area they wanted to improve that they were talking to you about.

Y is a link to a useful, relevant resource about that area. Ideally one you created yourself like a blog post or short video.

Z is an easy next step for them to take that furthers the opportunity.

So, let's say you're a procurement consultant named Bill and you're writing to John, the head of manufacturing for a chemical company that you spoke to 6 months ago about the potential for a procurement cost reduction project. Here's what a 21 Word Email might look like for this:

Subj: Thought you might find this useful...

Hi John,

Are you still looking to cut procurement costs? Thought you might find this useful: <http://www.mysite.com/article>.

Would you like to grab a coffee to discuss moving forward with this?

Bill

Obviously the link should take them to a useful article about reducing procurement costs.

Here's the subtle psychology of the 21 Word Email and why it works so well.

The Psychology of the 21 Word Email

- ▶ Firstly, you're leading with value by linking to the useful article. So you're strengthening your relationship while selling.
- ▶ Secondly, you're positioning the meeting or call as a logical "no brainer" next step. If they're still looking to make improvements and they find the article useful, then it makes absolute common sense that they should meet or speak to you.
- ▶ Thirdly, it's short, non-sales and non-needy. Many people make the mistake of trying to "sell" the meeting by putting in lots of bullet points and details about all the great things the client will get from it. But that just makes you seem desperate. Treat this like a peer-to-peer discussion where you're offering something intrinsically valuable. It doesn't need to be sold.

- ▶ Finally, and perhaps most importantly, because it's simple, and because you're adding value to potential clients rather than being pushy, salesy or desperate; you're much more likely to do it!

And that's all there is to the 21 Word Email. It really is that simple.

Now it's time to put it into practice in your business.

Putting the 21 Word Email to Work

The first thing you need to do is make a list of all the potential clients who might qualify as dropped prospects. People you've spoken seriously to over the last 3, 6, 9, 12 months about working together,

Next, identify their specific "X,Y and Z".

What Next?

So in other words what is it you were talking about you're going to remind them of.? What's a useful resource to send them a link to,? And what's the simple next step that's going to get you a step closer to working together?

Figure out what each of those is for the potential clients on your Dropped Prospect list, then just do it.

Send those emails.

One final quick tip. Use a tool like Mixmax, Sidekick, Yesware or Toutapp to track whether your potential client has actually opened and clicked on your email.

Personally, I use Mixmax as it not only tracks emails but adds in a whole host of features to Gmail like scheduling, templates, polls, etc. You can use it for free, and if you invite 5 or more of your friends you get unlimited tracking. You can check out Mixmax here: www.mixmax.com

What Next?

Try out the 21 Word Email fast. I've taken time to explain how and why it works as we went along. But now you know that, you should be able to put it into practice very quickly.

What you might want to consider to help you get more results faster is my Momentum Club private membership program.

Your Next Steps

Momentum club is where I share the most effective marketing and sales strategies for consultants, coaches, trainers and other professionals. These are tested, proven approaches to winning clients that have worked for me and my clients over the years. They get results.

Momentum Club is normally \$97 per month, but you can take it for a 14 day test drive for just \$1.

And as a new subscriber, if you sign up for the 14 day trial using the link below, I'll give you my Re-ignite program that adds more templates and strategies to the 21 Word Email completely free (normally it costs \$47).

www.ianbrodie.com/mc-ri-special-offer

About The Author

Ian Brodie works with consultant and coaches to help them get clients online.



IAN BRODIE

He was recently named as one of the “Top Global Thought Leaders in Marketing and Sales” by Top Sales World Magazine and his book Email Persuasion has been Amazon’s #1 best selling book on email marketing for the last year.

To get the best of his free advice and tips, go to:

www.ianbrodie.com

End Notes

For those of you interested in geeky history, there are two sources of inspiration for the 21 Word Email that I'd like to credit.

The first is Dean Jackson's "9 word email". This is an email that has the contact's first name as the subject and then in the body says "Are you still looking to X?" The goal is simply to get a discussion going with your contact.

I'd seen this email used (and had it sent to me many times) before I dug around to find it was originally created by Dean Jackson. For me, I like the concept and it can work well, but I believe it can come off a bit desperate and salesy. And many of the clients I worked with felt uncomfortable sending it.

That's what prompted me to come up with an email that not only reconnected with old contacts to get a conversation going about their needs, but also added value in that communication so that it didn't come

across as salesy, but instead built goodwill even if the contact wasn't ready, and it gave people the confidence to send it.

The second inspiration was from my friend, legendary direct marketer Drayton Bird. Drayton often talks about how your best prospects for a sale are very often the people who responded but didn't buy your previous offer. That provided the inspiration for one of the key components of the 21 Word Email: targeting it at dropped prospects.

So rather than trying to email everyone with mixed results (and so getting demotivated), the 21 Word Email is aimed at people who already trusted in you and with whom you'd built enough credibility that they got close to working with you. That can make a big difference.

Do try the 21 Word Email: it can make a big difference for you too.