

PIVOTAL FOUNDERS

**TACTICAL
EMAIL
OUTREACH
STRATEGIES**

BY PAUL MASTERS

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Here's how I consistently have a 93% open and 47% reply rate on my emails in cadences:

1. Use Hemingway to keep language simple.
2. Use Lavender to keep emails concise.
3. Answer "why you, why now" in the 1st line.
4. Design the subject line to look internal.
5. Focus on problems, pains, challenges
6. Read it out loud before you hit send.
7. Ask an interesting question, no CTA.
8. Write your emails like you speak.
9. Replace every "I" with a "you".
10. Curiosity trumps pitching.

For LinkedIn outreach: I use similar frameworks that are modified to be more casual and formatted for messaging vs email. I do not recommend sending LinkedIn messages in the format of emails. It feels spammy, bot-like & automated.

The 5 most common types of emails I write within my outbound sequence help me:

- Generate personal brand awareness
- Garner awareness of my agency brand
- Get feedback on my services and offerings
- Create an engaged list of leads from outreach
- Close deals with new clients and get referrals
- Build marketing materials such as case studies

Because of this, I don't need to always rely on inbound marketing to generate new business and have a stream of prospects I am always engaging with through emails and LinkedIn. These templates and frameworks have generated clients that have helped me exceed 7-figure yearly revenue outputs:

- 1. PAINFUL CHALLENGE**
- 2. VENTURE IMPACT**
- 3. WINNING STORY**
- 4. MULTIPLE CHOICE**
- 5. HUMOROUS OUT**

1.

PAINFUL CHALLENGE

I treat my prospects the same way I want to be treated. Which means: *I don't spam them.*

Even if I use automated cadences, I try to customize every email I write & message I send.

My first email is never about me or my product. It's 100% about the prospect.

For this I use my TCQ framework:

T - Trigger

- ☀ a visible signal that the prospect is in active buying mode or facing a business challenge I can help solve

C - Challenge statement

- ☀ an assumption about the business challenge related to the trigger

Q - Question

- ☀ ask to validate the assumption, be curious, prompt a response & conversation

EXAMPLE 1: PAINFUL PROBLEM

Subject: \$5M Series A

Hey Brantley,

Last week you raised a \$5M series A with Staffer. Congrats!

What we often see with other SaaS scale ups in the US is that Series A funding goes straight into hiring new go to market reps.

The challenge comes with onboarding them and scaling your best practice sales process across through KPI monitoring.

How are you tackling this?

Cheers,
Paul Masters

TEMPLATE 1: PAINFUL PROBLEM

Subject: ((account trigger))

Hey ((firstname)),

You recently ((trigger)). ((recognition))

What we often see with ((industry)) is that ((business impact related to trigger))

The challenge ((business challenge & root cause)).

((validating question))

Cheers / Best / Regards,

((your name))

2.

VENTURE IMPACT

80% of pipeline is created after >10 touches. So follow ups are a must.

That being said, make sure your follow-ups are even more meaningful than the initial.

"Just bumping this up your inbox" or "thoughts?" - you're dead to me.

Add value with every single follow-up:

- 📧 Be more specific with business challenge & impact so they feel like you can help them since you know their problems
- 📧 Insert a relevant customer success story so they feel like you've dealt with similar companies so you get their space
- 📧 Provide a resource that tells more so they feel like you have data to support for impact

*Use only 1 with each follow up. That's already emails #2 to #4 in your sequence.

EXAMPLE 2: VENTURE IMPACT

Brantley,

If the KPI monitoring piece is missing you won't be able to see how your reps execute the strategy in real time.

As a result you will only learn about success or failure when the monthly pipeline & revenue reports come in.

It's a hit or miss strategy that can cost crucial ARR that is needed for the next funding round.

What are your thoughts?

TEMPLATE 2: VENTURE IMPACT

Subject: ((trigger))

((firstname)),

If ((your value prop, feature)) is missing
then ((technical pain)).

As a result ((qualitative business impact)).

This strategy causes ((quantitative
business impact)).

((validating question))

3.

WINNING STORY

At this point you have highlighted a painful problem your prospect might face.

You also quantified the business impact to drive urgency around this problem.

Email #3 in your sequence should educate the buyer on how you have solved this problem for others.

- 📁 Identify one very relevant customer reference similar to the prospect
- 📁 Describe the solution short, concise, impactful, actionable
- 📁 The “how”, “why” and “timeframe” is more important than the “who”

EMAIL 3: WINNING STORY

Hey Brantley,

With Sunshine Industries we implemented real time sales KPI monitoring within 2 weeks.

After 4 weeks of adoption they saw a 15% increase in forecast accuracy, which enabled the sales leadership team to react more agile to real-time pipeline information. They've grown revenue 50% YoY since last year.

I see similarities to Sunrays. Should we discuss if we can help you, too?

Cheers,
Paul Masters

TEMPLATE 3: WINNING STORY

Subject: ((trigger))

Hey ((firstname)),

With ((reference customer)) we implemented ((feature, capability)) within ((implementation time)).

After ((adoption time)) they saw ((KPI improvement)), which enabled ((stakeholders)) to ((organizational improvement)). They have ((overall ROI)) since ((total time frame)).

I see similarities to ((account)). Should we discuss if we can help you, too?

Cheers/Best,

((your name))

4.

MULTIPLE CHOICE

Emails #1-#3 in this sequence are very effective.

They demonstrate you have done your research, understand your prospect and know what you're talking about.

Often you still don't get a response from prospects.

Not because you're not relevant but because they are busy, distracted, sick etc.

The piece of value should be something of effort on your side.

That's why I like to put some interactiveness in email #4.

I give the prospect a multiple choice and promise something of value.

The piece of value can be:

- 📎 A personalized video message that highlights the business challenge
- 📎 A personalized video about why they will see value from a meeting
- 📎 A resource to a case study or other resource to help them
- 📎 A personalized report or whitepaper (if applicable)
- 📎 A personalized product demo hitting a big pain

Therefore only give it to prospects who are at least willing to smash a like button for you.

If you give them something of real value, it builds trust that can really increase conversion.

(Fun insight: smart inboxes like Gmail will automatically suggest 👍 or 👎 as a response button, making it very easy for the prospect to show a reaction.)

EXAMPLE 4: MULTIPLE CHOICE

Brantley,

If you're still with me I have a quick question:

Would you like to receive a personalized demo of what our solution could look like for you?

Simply respond "👍" for YES

or "👎" for NO

Cheers,

Paul Masters

TEMPLATE 4: MULTIPLE CHOICE

Subject: ((trigger))

((firstname)),

If you're still with me I have a quick question:

Would you like to receive ((valuable resource)).

Simply respond

"👍" for YES

or "👎" for NO

Cheers,
((your name))



5.




HUMOROUS OUT

At some point it's time to give prospects an easy way out.

Maybe they're not for you, you're not for them or the timing isn't right.

Give their inbox a break and sequence them again 3 months later.

The  here is to use a bit of humor and create some positive emotion. Give the prospect a good laugh. It's important to end the sequence on a positive note. Never burn bridges 

-  Feel free to make it as cheesy as you like
-  Add memes or gifs to personalize the email
-  Add relevant humor related to their jargon

EXAMPLE 5: HUMOROUS OUT

Hey Brantley,

Either real time KPI monitoring is not a priority right now or you hate receiving emails from strangers.

Whichever it is, I'll give your inbox a break for some time.

If you change your mind you know where to find me!

All the best,
Paul Masters

TEMPLATE 5: HUMOROUS OUT

Subject: ((trigger))

Hey ((firstname)),

Either real time KPI monitoring is not a priority right now or you hate receiving emails from strangers.

Whichever it is, I'll give your inbox a break for some time.

If you change your mind you know where to find me!

All the best,
((your name))

Summary:

A good cold email sequence looks like this:

- 📧 Address a painful challenge the prospect might face. Ask to validate.
- 📧 Highlight the venture impact to drive urgency around this topic.
- 📧 Tell a cool story of how you have helped similar customers / industries.
- 📧 Give the prospect something of value with a multiple choice option.
- 📧 Be friendly and use humor in your breakup email. Never burn bridges.
- 📧 And if you want a longer sequence, simply repeat steps 2-4 a couple times.

That's it! Now, go and use these templates ASAP to setup more client meetings 🙌🙌