

SALESWHALE

3/2/2021

How to Write a Great Marketing Email





01

7 Pillars of Attractive Messaging



THE 7 PILLARS OF ATTRACTIVE MESSAGING

1

Prospect-Centric

Only discuss
your prospect, not
(YOUR COMPANY)

2

Pain-Centric

What pains you
alleviate, not what
pleasure you add

3

Pride Adverse

Make the prospect
the hero/authority

- Passive Submission –
Prospect Fandom
- Proactive Humility –
Accountability & Falling
on Sword

THE 7 PILLARS OF ATTRACTIVE MESSAGING

4

Fluidity

Connecting
Premise, Body
and CTA

5

Relevance

Predicated on
Buyer
Persona

6

Brevity

Never use 7
words when
4 will do

7

Noticeability

Getting an
open with
Subject Line,
without Bait
and Switch



02

7 Deadly Sins of Messaging

7 DEADLY SINS OF MESSAGING

NO-NO
#1

PRINCIPLE

Being too casual
or too silly

EXAMPLES

- 1. GIFs
- 2. "Hey Scott"
- 3. The "List"

NO-NO
#2

PRINCIPLE

Wasted text

EXAMPLES

- 1. "I know you're busy, but..."
- 2. "Just want to follow up"
- 3. "Just want to circle back"
- 4. "I'd love to..."

NO-NO
#3

PRINCIPLE

Being the authority
over the prospect

EXAMPLES

- 1. "Let me know..."
- 2. "Scott,"
- 3. "I'd be happy to"

7 DEADLY SINS OF MESSAGING

NO-NO
#4

PRINCIPLE

Questioning the Prospect's Authority

EXAMPLES

1. "Are you the DM?"
2. "I guess you're not the right person"

NO-NO
#5

PRINCIPLE

Making Your Prospect Feel, "Not-OK"

EXAMPLES

1. "I've emailed you 7 times, but you haven't responded..."
2. Mudslinging against competitors your prospects use

NO-NO
#6

PRINCIPLE

Glorifying Yourself

EXAMPLES

1. "We are the ..."
2. "We are the #1..."
3. Social proof where YOU'RE the hero

NO-NO
#7

PRINCIPLE

Making your prospect feel stupid

EXAMPLES

"Do you know what we do?"
"Does that make sense?"



03

The Three Ego States

THE THREE EGO STATES

PARENT EGO STATE

Behaviors, thoughts & feelings that are copied from parents or parental figures.

NURTURING

Compassionate & Caring:
Seeks to organize and create safety.

CONTROLLING

Authoritative & Controlling:
Seeks to create order and compliance.

ADULT EGO STATE

Behaviors thoughts & feeling that are in direct response to the here - and - now.

Logical & Rational:
Seeks to plan, observe and analyze.

CHILD EGO STATE

Behaviors, thoughts & feelings that are replayed from childhood.

NATURAL

Emotive, Creative & Spontaneous:
Seeks to find new ways and brings the fun.

ADAPTIVE

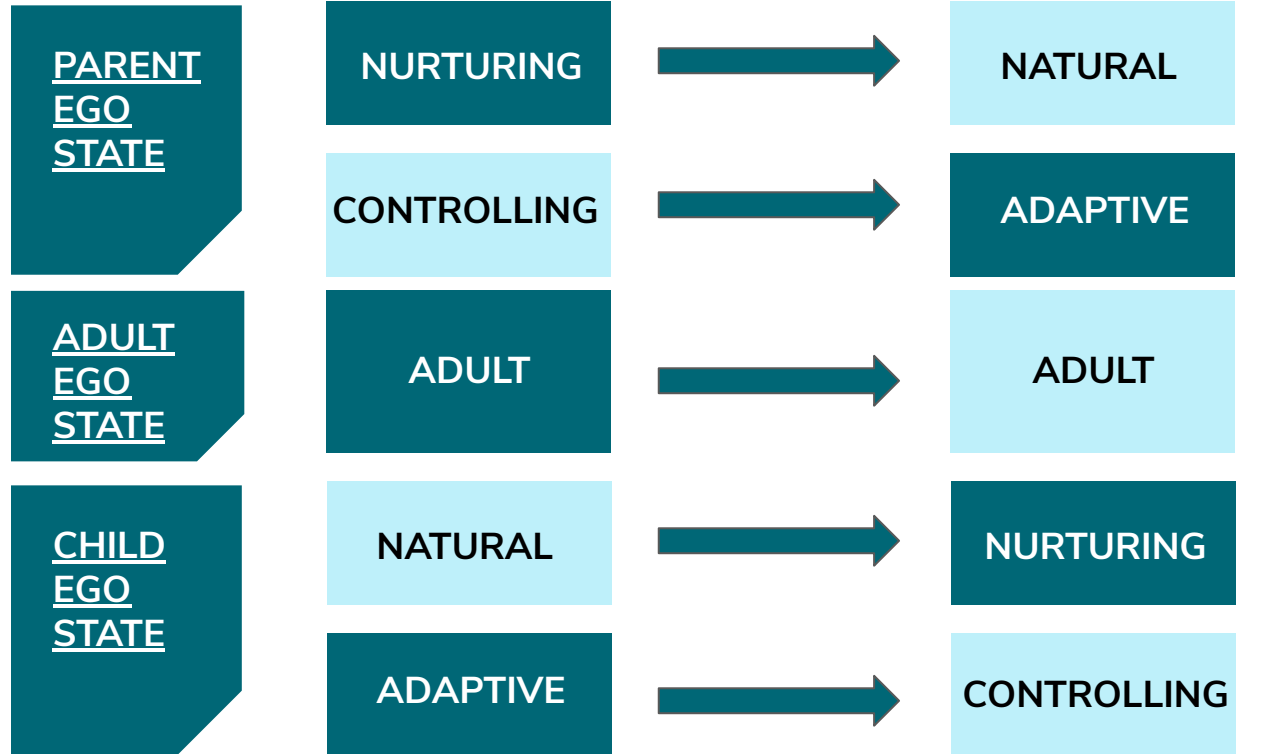
Rebellious & Insecure: Seeks to play to the crowd and undermine authority



04

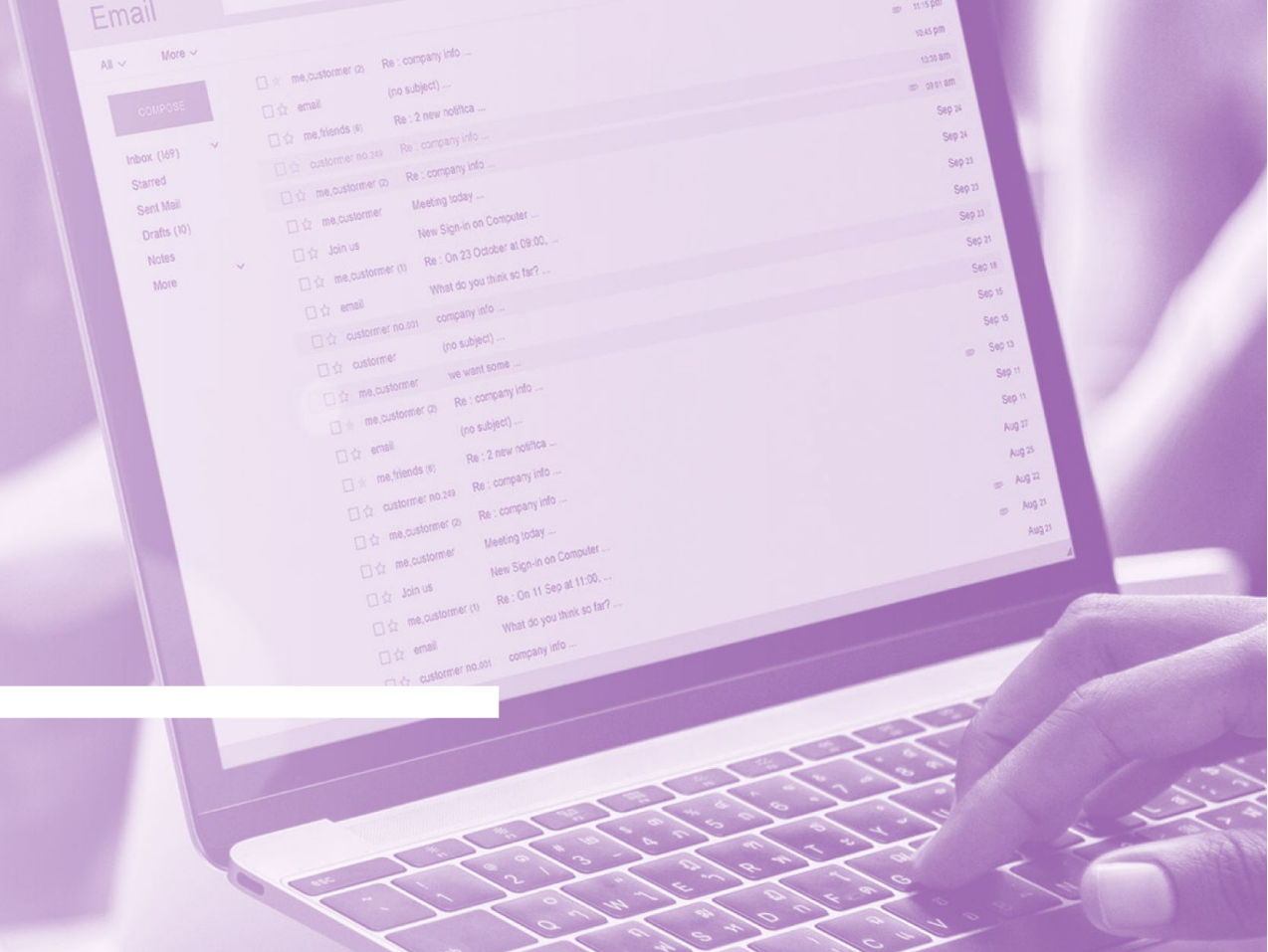
Which Each Ego State Attracts What

APPEALING TO THE EGO STATES



05

Examples



EXAMPLES - PARENT GONE WRONG

P A R E N T

PARENT CONTROLLING

Commanding your Prospects:

1. Let me know...
2. Give me a call back...
3. You should buy this..
4. Looks good-
"Then sign right here!"

Putting Accountability on THEM For not Responding:

1. Did you see my last email?
2. Did you listen to my last voicemail?
3. I've tried reaching out multiple times
but haven't heard back from you.
4. Update my CRM.

PARENT NURTURING

1. Saying you're sorry that something negative happened,
WITHOUT real action.
2. Saying you're thankful for their patience.
3. Placating your prospect.
4. Asking for the REAL decision maker.

EXAMPLES - CHILD EGO GONE WRONG

CHILD

CHILD ADAPTIVE

1. Telling your prospect that something is unfair.
2. **Leading Questions** (Genuine Curiosity - Blame, Criticize, OR Prove an Agenda).
3. **Insulting** - You must not be the decision maker.
4. Correcting your prospect:
 - A. Saying that who they mentioned **ISN'T** a real competitor.
 - B. Saying that what they said **ISN'T** what you really do.

CHILD NATURAL

1. Personalizing without being relevant.
2. Demoing without facts & details.
3. Planning without execution plan.

EXAMPLES - ADULT EGO STATE

A
D
U
L
T

ADULT
EGO

ADULT
EGO

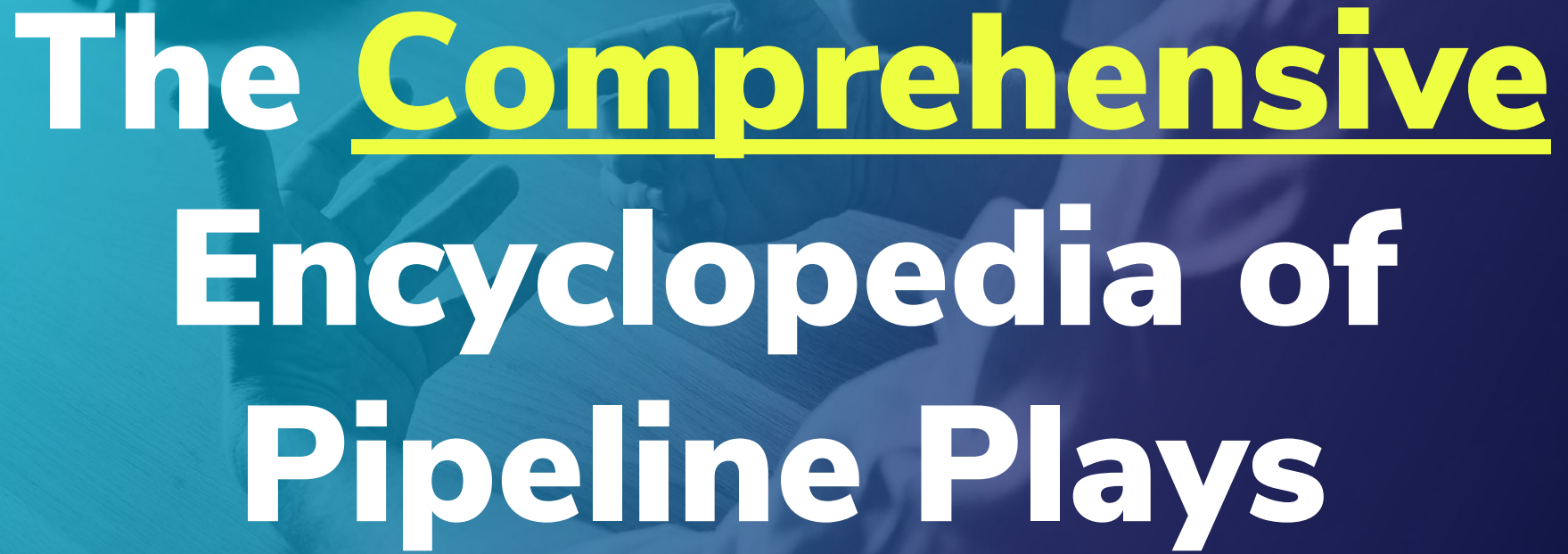
1. Prospect Pact
2. Elephant in the room
3. Classic Role Diffusion
4. What changed?
5. Pulling down the covers
6. Maybe it's me...

*** **Quick tip:** When asking questions to evaluate whether you're in Adult Ego State, ask yourself whether you are asking the question out of **genuine** curiosity or to blame, criticize, or prove an agenda.

06

The Comprehensive Encyclopedia of Plays & Leveraging a 1:Many Strategy



The background of the slide features a blurred image of several hands holding a book, overlaid with a blue-to-purple gradient. The text is prominently displayed in the center.

The Comprehensive Encyclopedia of Pipeline Plays



RELEVANCE ONLY STRATEGY

PREMISE PAIRING

Also, while I have you here

01

Inbound
Premise



Educational
Content Based on
Relevance

But more importantly

02

Postbound
Premise



Relevance to
Buyer Persona

PREMISE PAIRING

But more importantly

03

Bridgebound
Premise



Relevance to
Buyer Persona

In specific

04

Relevance to
Buyer Persona



Specific
Problems & Pain

SEQUENCE STEPS: 16 STEPS, OVER 21 BUSINESS DAYS

<u>No.</u>	<u>Sequence Day</u>	<u>Type</u>
1	Day 1	LinkedIn Research
2	Day 1	Cold Email
3	Day 1	Cold Call
4	Day 2	Cold Call w/ V-Mail
5	Day 8	Re: Cold Email
6	Day 8	Cold Call
7	Day 9	Cold Call
8	Day 13	Cold Email

<u>No.</u>	<u>Sequence Day</u>	<u>Type</u>
9	Day 13	Cold Call
10	Day 14	Cold Call
11	Day 18	Re: Fall on Sword Lite
12	Day 18	Cold Call
13	Day 19	Cold Call
14	Day 20	Cold Call
15	Day 21	Cold Call w/ V - Mail
16	Day 21	Break - Up Email

IN SUMMARY...



flipthescript.co

linkedin.com/company/flip-the-script