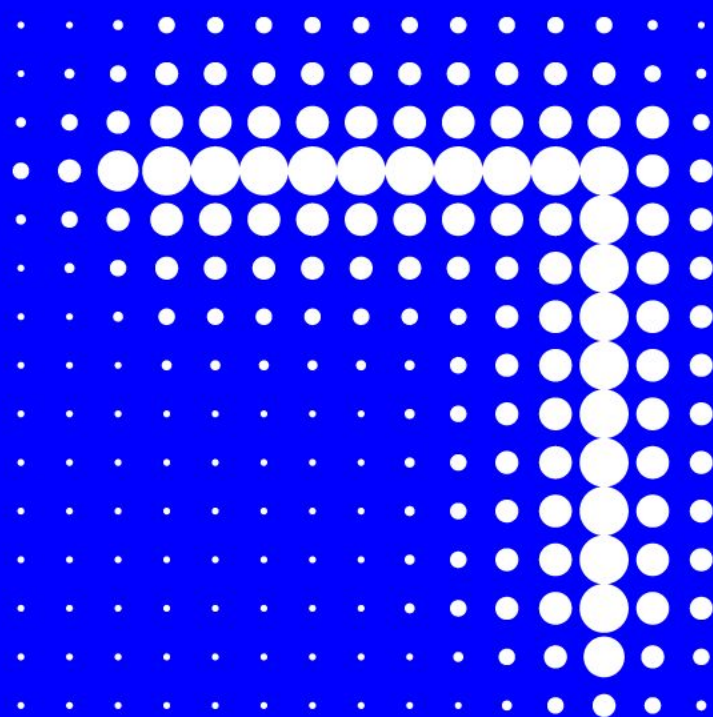




# Outbound Sequence Best Practices & Guidelines

|                                               |                        |
|-----------------------------------------------|------------------------|
| Outbound Email Content Best Practices:        |                        |
| 01                                            | Subject Lines          |
| 02                                            | Email Openers          |
| 03                                            | Pain Points            |
| 04                                            | Value Props/ Solutions |
| 05                                            | Call to Actions        |
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| Outbound Sequence Structure & Best Practices: |                        |
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# 01

Outbound Email Content  
Best Practices

## Why Do Email Subject Lines Matter?

The subject line is the first thing that a prospect sees. Studies show you have under 8 seconds to convince someone your message is worth reading.

Two-thirds of people say they decide if an email is spam based on the subject line alone.

If your subject line doesn't resonate with your recipient, you'll end up in the spam folder and your chance to talk to them goes out the window.

Craft a subject line that **you** yourself would open!

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## Best Practices & Tips:

1. Keep it short: 2-4 words
2. Use pain or use-case related keywords
3. Personalize to prospect & get creative
4. Use a compelling question (?)
5. Make it urgent or time sensitive
6. Use referrals if you have them
7. Include a call to action in subject line
8. Avoid deceptive/misleading subject lines
9. Avoid all CAPS, capitals on each word, & exclamation points
10. Avoid spam words ("Free" "Exclusive" "Save Money")
11. A/B Test to see what works best!!

## Pain Point/Solution Subject Lines

- Question about [goal]
- Tips for {{topic the prospect cares about}}
- About your {{topic/challenge}}..
- Know this about {{topic of interest}}?
- Avoiding {{pain}}
- Ideas for {{goal}}
- Disappointed with {{pain point}}?
- Solving {{pain point}}
- [General Pain/Challenge]

---

## CTA Subject Lines

- Can we meet, {{prospect's\_name}}?
- Connect on {{day}}?
- Meet & Greet?
- 15 minutes this week?
- Meeting invite: [Date]
- Quick chat?
- Request to connect

---

## Personalized Subject Lines

- [Mutual connection] recommended I reach out
- [Mutual connection] sent me your way
- {{Prospect\_name}}- we met at {{event}}
- {{Situation/pain}} at {{Company}}
- Have a look {{Prospect's\_name}}
- {{prospect\_name}}, quick question
- Saw your {{post/blog}}
- Congrats on {{accomplishment}}
- I hear you're the {{industry/subject}} expert
- Made this for you, {{Prospect\_name}}
- Ideas for {{company}}
- {{first\_name}}, let's connect
- Your feedback, {{first\_name}}?
- Thoughts, {{first\_name}}?
- Heads up {{first\_name}}

## Subject Line Resource Links

### Subject Line Examples

- [64 Sales Email Subject Lines That Get Opened, Read, and Responded To](#)
- [75 Sales Prospecting Email Subject Lines to Get Responses | Mixmax](#)
- [27 Attention-Grabbing Email Subject Lines for Sales](#)
- [89 Effective Cold Email Subject Lines & How to Craft Them](#)

### Best Practices + More Examples

- [Email Subject Line Best Practices - Salesforce.com](#)
- [20 Tips to Write Catchy Email Subject Lines \[+ Examples\]](#)
- [The 40+ Best Email Subject Lines for Sales | Vidyard](#)
- [From Zero to Inbox Hero: 9 Email Subject Line Best Practices](#)

### Avoiding Spam Trigger Words

- [Top Spam Words to Avoid in Email Subject Lines | ZoomInfo](#)
- [The Ultimate List of 394 Email Spam Trigger Words to Avoid in 2021](#)

### Subject Line “Grading” Tools

- [Subject Line Grader by Salesloft](#)
- [SubjectLine.com](#)
- [TestSubject by Zurb](#) (for mobile testing)
- [14 Subject Line Tester Tools to Boost Your Email Open Rate](#)

## Why Is The Opening Line So Important?

When someone receives your email, they see three things-

- Your Name
- Subject Line
- A snippet of how your email starts

The first line will show whether opened on a desktop or a mobile device, so it is arguably just as important as the subject line.

People will look at your opening line before they open your email, and it's the first thing they'll read. So, it needs to resonate with them and draw them in to read the rest of the email.

---

## Best Practices & Tips:

- Just like subject line, keep it short and direct..
- Personalize your opener to the specific prospect. Use manual variable prompt for personalization.
- Make the opener about the prospect, not about you. Don't open with a sales pitch or proposal.
- Focus it on triggers- pain points, competition, industry trends, market shifts.
- Pique curiosity with a question. Ask their thoughts on something? how they are handling something? do they deal with this pain often?
- Offer value. Educational facts, resources, and/or a suggestion that you think could help them. Again, focus on the solution to a pain point, not a sales pitch.
- Validate yourself! Mention direct connections in your opening. Any commonality will help you feel like less of a "stranger", and increase your chance of a reply.

## Fully Personalized Opening Lines

- “{{mutual\_connection}} referred me to you”
- “I saw your post/tweet/blog on X and..”
- “Congratulations on {{career\_move/milestone}}!”
- “Listened to your {{webinar/video}} on X..”
- “Saw the recent news on {{product\_launch/company success}}, congrats!”
- “Was reading up on {{prospect\_company}} and noticed..”
- “Thanks for checking out {{!content they downloaded/signed up for}}”
- “[Mutual connection] recommended we talk.”
- “Working as a {{job\_title}} for X years, I’m sure you’ve dealt with..”
- “Hoping to get your expert thoughts on..”
- “{{first\_name}}, are you the correct person to reach out to about {{topic}}?”

---

## Industry/Topic Aligned Opening Lines

- “I help companies like yours solve {{pain}} by”
- “We helped {{competitor}} overcome {{pain}}..”
- “I have an idea to help with {{pain}}.”
- “Did you know {{relevant fact}}?”
- “Is {{topic}} a priority for you right now?”
- “I noticed your business recently..”
- “As a {{title}}, I know how tough it must be to”
- “I’ve noticed that {{pain}}..would you agree?”
- “Executives I talk to in your industry tell me that”
- “Have you had challenges with {{pain}}?”
- “I came across this {{content}} and thought you’d find it valuable”
- “Are you planning to increase your {{goal}} in the near future?”
- “Does your company want to {{goal}}?”

## Opening Line Resource Links

### Opening Line Examples

- [25 Email Opening Lines and Greetings That Put "Hi, My Name Is" to Shame](#)
- [36 Email Opening Lines for Cold Emails That Get Replies](#)
- [38 Effective Cold Email Opening Lines You Should Steal - Growbots](#)
- [100 email opening line, phrase & sentence examples](#)

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### Opening Line Best Practices

- [9 Best Cold Call Opening Lines To Use In 2022](#)
- [How to Write Cold Email Opening Lines That Get Replies | QuickMail](#)
- [Top Opening Lines for a Successful Email | Indeed.com](#)
- [Best Cold Email Opening Lines Video By Michael Pedone](#)

## What Are Customer Pain Points?

A pain point is a specific problem that prospective customers of your business are experiencing.

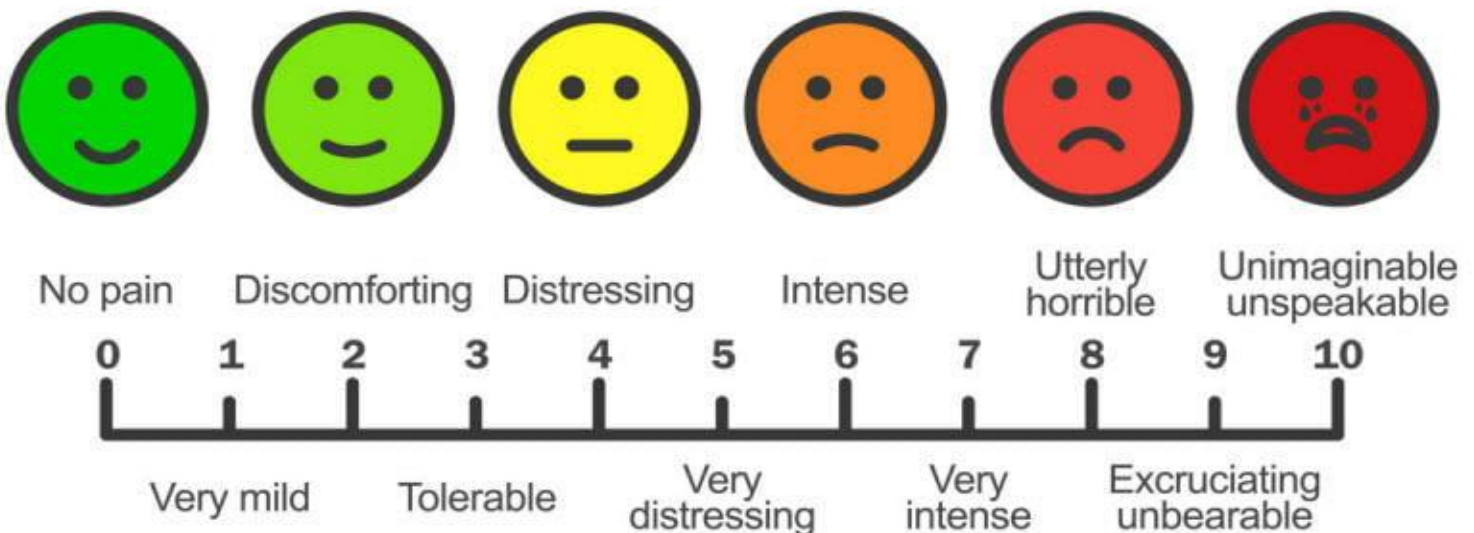
4 main types of pain points:

1. Financial: Your prospects are spending too much money on their current provider/solution/products and want to reduce their spending.
2. Productivity: Your prospects are wasting too much time using their current provider/solution/products or want to use their time more efficiently.
3. Process: Your prospects want to improve internal processes, such as assigning leads to sales reps or nurturing lower-priority leads.
4. Support: Your prospects aren't receiving the support they need at critical stages of the customer journey or sales process. Could be with a current provider/solution, or they may be starting out and not have any support at all.



## Using Pain Points To Engage Your Prospect

- Just like subject line, keep it short and direct..
- Personalize your opener to the specific prospect. Use manual variable prompt for personalization.
- Make the opener about the prospect, not about you. Don't open with a sales pitch or proposal.
- Focus it on triggers- pain points, competition, industry trends, market shifts.
- Pique curiosity with a question. Ask their thoughts on something? how they are handling something? do they deal with this pain often?
- Offer value. Educational facts, resources, and/or a suggestion that you think could help them. Again, focus on the solution to a pain point, not a sales pitch.
- Validate yourself! Mention direct connections in your opening. Any commonality will help you feel like less of a "stranger", and increase your chance of a reply.



# Value Propositions & Solutions

## What Is The Value Proposition?

The part of the email where we tell the prospect why we're reaching out.

The value proposition is tricky, because you need to write a little about yourself and what you're offering, while still keeping the main focus on the prospect.

If you've crafted a good email with a clear value proposition, the prospect will know:

1. How you can help them solve a problem
2. Why you reached out to them specifically
3. What they get out of starting a business relationship with you
4. Our credibility- why should they trust us?

### DOs:

- Focus on the prospect/their company. Build a story around them.
- Focus on problems they may be experiencing & how they can solve those problems with our help.
- Make it personal & directed to the prospect
- Make it concise & clear
- Use light, honest & polite language. Like how you would speak to someone in person.
- Include examples/experience to build credibility
- Research your prospect & their problems

### DONTs:

- Make it all about you
- Make it all about your product and/or your company
- Include long lists of features
- Pack email with adjectives & adverbs
- Come across condescending or arrogant
- Insert fake praise and/or empty phrases

### CTA Examples

- [17 Best Practices for Crazy-Effective Call-To-Action Buttons](#)
  - [Sales email Call to Actions: How to write email CTAs | Sopro](#)
  - [Call to Action Best Practices: 15 Tips to Write Irresistible CTAs](#)
- 

### Best Practices + More Examples

- [43 Highly Effective EMAIL CTAs - Gong](#)
  - [23 Powerful Email Call to Action Examples & How to Use Them](#)
  - [5 Call to Action Example That Actually Work | Mailchimp](#)
  - [How To Craft Call To Action In Sales Emails \[10+ Examples\] | Skylead](#)
- 

### Avoiding Spam Trigger Words

- [HubSpot | Free Call-To-Action \(CTA\) Resources](#)
- [10 Tips to Optimize Your Calls to Action in Email and Web | Campaign Monitor](#)
- [Perfect CTA, or How to Write a Persuasive Cold Email? \(Updated\)](#)
- [A Complete Call to Action Guide To Boost Your Sales | Postaga](#)

# Structuring Outbound Emails

## Good Outbound Email Flow

- Hi/Hey {{first\_name}},
- Opening Line, Intro hook that creates connection.
- The “story”. Quick storyline that a prospect can relate to. Highlights: pain points, use case examples
- Solution for pain point, how can you help them?
- Closing Line, CTA. What’s next expectation?
- Sign off Signature {{Regards, Cheers, Thank you}}

---

## Best Practices When Drafting Emails:

- Avoid large blocks of text. Use small sentence blocks & build in white space. Most effective emails are 2-3 paragraphs, 30-100 words. 125 max.
- Keep emails short enough that when reading on a mobile device, no scrolling is necessary. Rule of thumb for mobile is under 100 words.
- Personalize it. Do your research & tailor your email to the prospect.
- Keep it short, easy, & actionable.
- Short bullet points can add structure, organization, & build whitespace. But don’t overdo it (3 max).
- Leverage manual variable for inserting prompts for personalization {{! Insert here variable }} not <Insert personalization>

.....

# 02

Sequence Structure &  
Best Practices

## The Basic Structure

Create a framework template that you can easily use to create sequences and duplicate.

**Best Practices:**

- Minimum of 8 steps, including at least 5 email follow ups. Sending more follow up emails can triple your reply rate.
- \*Around 6 emails & 6 calls, with LinkedIn touchpoints sprinkled in is typical.
- Duration between 20-45 business days, depending on the type of sequence and how spaced out you want the steps to be.
- Start with New Thread, then mix up New threads & Reply threads.
- Start with Manual email, then mix up between Manual emails and Auto emails to increase your efficiency.
- Use a template to create new sequences so you can just plug in info. You lose efficiency when you have to manually create new sequences with different steps each time.
- Having a framework also makes it easier to upload sequences and/or clone them.

**Example Sequence Structure**

| Step    | Day    | Type                         | Purpose/Action            |
|---------|--------|------------------------------|---------------------------|
| Step 1  | Day 1  | Phone Call                   |                           |
| Step 2  | Day 1  | Manual Email                 | New thread. Pain/Value #1 |
| Step 3  | Day 2  | LinkedIn Profile View        |                           |
| Step 4  | Day 4  | Auto/Manual Email            | Reply, supporting value   |
| Step 5  | Day 4  | Phone Call                   |                           |
| Step 6  | Day 7  | Auto Reply Email             | Bump up, interest here?   |
| Step 7  | Day 7  | Phone Call                   |                           |
| Step 8  | Day 10 | Connect + Interact with Post |                           |
| Step 9  | Day 12 | Phone Call                   |                           |
| Step 10 | Day 15 | Manual Email                 | New thread. Pain/Value #2 |
| Step 11 | Day 18 | Auto Reply Email             | Reply, supporting value   |
| Step 12 | Day 20 | Phone Call                   |                           |
| Step 13 | Day 23 | Manual Email                 | New thread. Pain/Value #3 |
| Step 14 | Day 27 | Phone Call                   |                           |
| Step 15 | Day 32 | Auto Email                   | “Break Up” email          |

## The Target

Before you start writing out any content in your sequence template, narrow down your buyer persona, target audience, industry, etc. that you'll be prospecting into based on the product/service you're selling.

Once narrowed down, try to determine:

1. Their common challenges
2. Their motivations
3. Their responsibilities
4. Your corresponding value props that align with your findings on the target

**Once you have all this thought out, you can start to conceptualize what your messaging will look like and what your focus points should be.**



# Content Within Your Sequence Emails

Our goal with each email is not to make an immediate sale. The goal is to get them interested enough to have a discussion or meet with you, so you can dazzle them in person and move the needle.

Keep your focus on things that will get their attention, not a sales pitch.

Best practices to remember:

- A good sequence is one that is well thought out, researched, and targeted to specific audiences.
- Start strong with a pain point that they can relate to, and build off of that.
- Cut out “just checking in, just following up, did you see my last email?” email steps. This doesn’t provoke pain or provide any solutions. They don’t elicit a response.
- Don’t send the same emails over again. Each email in the sequence should be new content/focus/format.
- Include a short, concise “bump” after a few attempts- “Did any of this resonate with you?” “Is there any interest here?”. This gives them the opportunity to be up front if they’re not interested at all.
- A/B Test to see what works!



## Sequence Content Settings

- Use Collections and naming conventions (Outbound - SMB - Technology) to easily sort and find applicable sequences
- Apply the right Ruleset for sequences (call tasks on opens/clicks)
  - \*Insert guidance on which ruleset to use in which scenario
- Ensure email throttling is set to 50 or more
- Check formatting and variables in the preview
- Give access to the team by turning on the "others can see and use it" option



## What Is Email Deliverability and Why Is It So Important?

**What it is:** the ability to deliver the email to the recipient's mailbox.

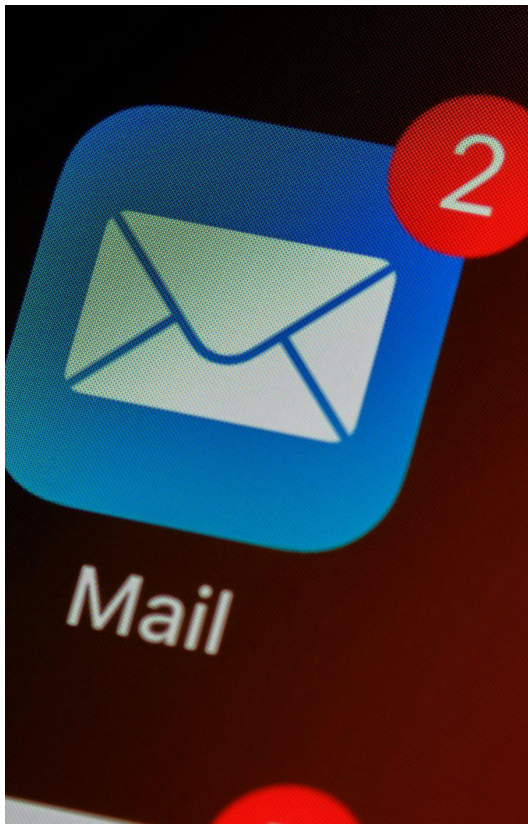
It may seem as simple as just hitting "send", but your email will go through several stages before reaching the recipient's inbox. It has to make it through many different filters designed by service providers to keep recipient inboxes clean.

Recent studies suggest that out of roughly 306 billion emails sent everyday, approx. 50% land in spam.

**Why it's important:** if an email isn't delivered, you won't achieve your goal.

To ensure your emails are delivered, it's important to do your due diligence and keep deliverability in mind as soon as you start creating your emails & email lists.

Poor email deliverability impacts marketing and sales campaigns, which in turn can negatively affect your revenue goals.



## Best Practices for Improving Email Deliverability:

### Sender:

- Authenticate your email domain.
- Protect & build up your sender reputation score. "Warm up" your account to increase your sender reputation score and make your account healthy to send out mass email campaigns.
- Stay aware of email blacklists to make sure your domain/IP address hasn't been blacklisted.
- Use a test tool to check your email deliverability.
- Keep your email lists current and clean. Segment your email lists by prospect types to avoid sending irrelevant info and being reported as spam.

### User Engagement:

- Provide an unsubscribe link.
- Turn off click tracking.
- Ask your subscribers to add you to their address book.

### Your Email Content:

- Avoid spammy subject lines, ALL CAPS, and Exclamations!! (can be filtered as spam automatically based on these alone).
- Personalize to increase your open rates. Increased open rates eventually improve deliverability and your conversions.
- Include your physical mailing address, usually in your signature.
- Don't use Flash, or JavaScript in your email.
- Don't use too much HTML content. Best practice is to maintain a 60:40 text to HTML ratio.
- Avoid large attachments and certain attachment types such as .exe, .zip, .swf, etc.
- Only use compressed images and no more than one.
- Keeps links to a minimum (fewer than two links in the whole sequence).

# Email Deliverability Resources

## Best Practice Resources

- [29 Email Deliverability Tips You Must Know in 2022](#)
  - [7 Best Practices for Email Deliverability - Marketo](#)
  - [Best practices to improve sales email deliverability in 2022](#)
  - [21 Email deliverability best practices you must follow in 2022](#)
  - [Email Deliverability: A Practical Guide for Sellers and Marketers](#)
- 

## Deliverability Testing Tools

- [ZeroBounce](#)
  - [Mail Tester](#)
  - [Mailtrap](#)
  - [Spam Check by Postmark](#)
  - [MxToolbox](#)
  - [GlockApps](#)
  - [DKIMValidator.com](#)
  - [Email Subject Line Tester](#)
  - [Is Not Spam](#)
  - [DNS Checker](#)
- 

## Improving Sender Reputation

- [5 Tools to Check Your Sending Reputation | Twilio SendGrid](#)
- [How Email Sender Reputation is Damaged & How to Improve It | NeverBounce](#)
- [10 Tips To Improve Your Email Sender Domain Reputation Score](#)
- [How to Improve Your Sender Reputation Score & Raise Your Deliverability Rates | Emailable](#)