

The Very First Emails You Should Send in 2019

4 emails that can change how your 2019 starts

For the past few years, I've incorporated a new system to start off every month and it's paid off with new clients, connections and better relationships. I don't expect you to follow this process every month, so instead, I'll give you an easy goal: Send these 4 emails at the start of 2019 and you'll see an immediate positive return.

Here they are in no particular order:

1. The "Thank You" email

Honestly, if you can only send one email in my list of emails to send, it's this one. Think of someone that helped you or went out of their way to help you in 2018 and send them a simple thank you email. It could be a friend, a co-worker, a manager or even a client. It will really make their 2019 and also help you build a stronger relationship with them going forward.

It can go something like this:

"Thank you, Brit! I remember earlier this year that you went out of your way to connect me with influencers in my space and I'll never forget it. These new relationships have helped me land new clients and I couldn't have done it with you. If there is anything I can do for you, please don't hesitate to ask."



The reason this email works is that it shows you are truly grateful for how they helped you. If you sent them an eCard, I'm fairly sure they wouldn't have the same reaction.

2. The "Can we have coffee?" email

I'm a coffee meeting freak. I think it's the best way to continue to build great relationships. Think of someone that you've met briefly or maybe wanted to get to know more and ask them for coffee.

Here's an example:

"Cameron - It was great briefly meeting you at the tech event in July. I know it's been a while, but I would love to have re-connect over coffee if you're open to it. I would love to learn more about how your startup is progressing and I think there are a few areas I can help you with. Open for coffee next Monday or Wednesday?"

This email works because it establishes why you want to connect with the person. If you just said, "hey let's have coffee" then the chances of that person responding is really low. Tell them why you want to have coffee with them and most importantly how you can help them. You have to tell them what's in it for them.

3. The "I think I can help you, let's talk" email

This email is probably the hardest of all the emails to send because it's so direct, but can drive great results if done correctly. The biggest mistake people make when trying to get new clients for their business is they send mass emails with no personalization. This email is the exact opposite of it, and if works for you, you can see great results with it.

Here's an example:

"Michelle - I love the success you've had in 2018 with your podcast. For the past 6 months, I've helped 12 podcast owners get higher profile guests. I actually have an amazing (and high profile) guest that would be a hit on your show that I'll introduce you to regardless if we do business. Open to talking?"

The key to this email is to tell them what success you've had that's specific to their business. Any podcast owner wants higher profile guests, and you've shown that you can actually get them what they want. I also like to offer them something with nothing asked for in return. It shows that you're truly committed to helping them even if they don't want to do business with you.

4. The "You two should connect" email

After connecting others for several years, I quickly realized that connecting people is an art and a science. Connect a good person with a bad one and your credibility goes out the window. Here's an example email.

"Jennifer & Brit - After speaking with both of you, it's apparent that you two would be perfect to meet. Jennifer is working on a new fintech startup and Brit just successfully exited a fintech startup. I really hope you two can connect and help each other."

This is by far my favorite email. A good point to make about this email is to make sure to let both participants know that each person agreed to meet prior to sending this email. Under no conditions should you send a connection email to people who didn't agree to be connected. It's awkward and it will end badly for everyone involved.

If you're looking to start off 2019 with a bang, these four emails will be the start to something great.

Source: <https://tinyurl.com/ycnw45mv>