

4 Simple Steps to Warming Up a Cold Email List

Step 1: Re-Introduce Yourself

Remind your subscriber who you are, especially if it's been some time.

Tell them what you've been up to, but keep it positive.

Reignite their interest by telling them what's coming up.

Keep it short.

"Hi there, it's Alicia here from Online Business Breakthrough and I'm excited about being in touch with you today to share with you what I've been up to the last few months and how it's going to help you XYZ."

Step 2: Give Them Something of Value

Give them an insight, tip, resource, client story that is valuable to them inside the email.

No links to increase deliverability.

Step 3: Call-to-Action

Ask them a leading question (who, what, when, where, why, how) and to reply to your email with their answer.

Step 4: Plan Your K.I.T.

Decide on your keep-in-touch plan that you know you commit to consistently.