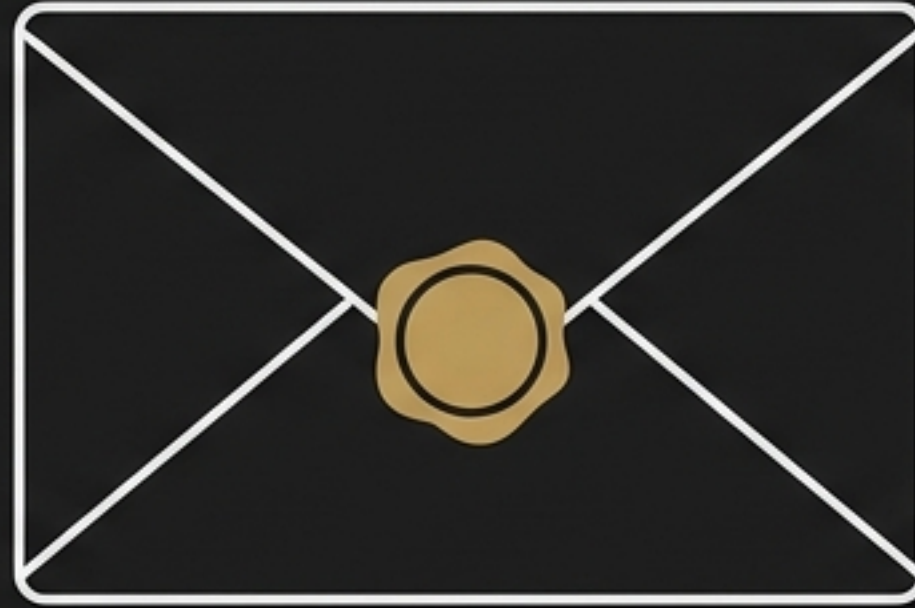


The Art of the Outreach Email

A 3-part framework for opening doors, positioning value, and tenacious follow-up.



Insights adapted from 'Sell Consultancy' by Clive Griffiths

The 'Swipe Left' Culture

The Constraint:

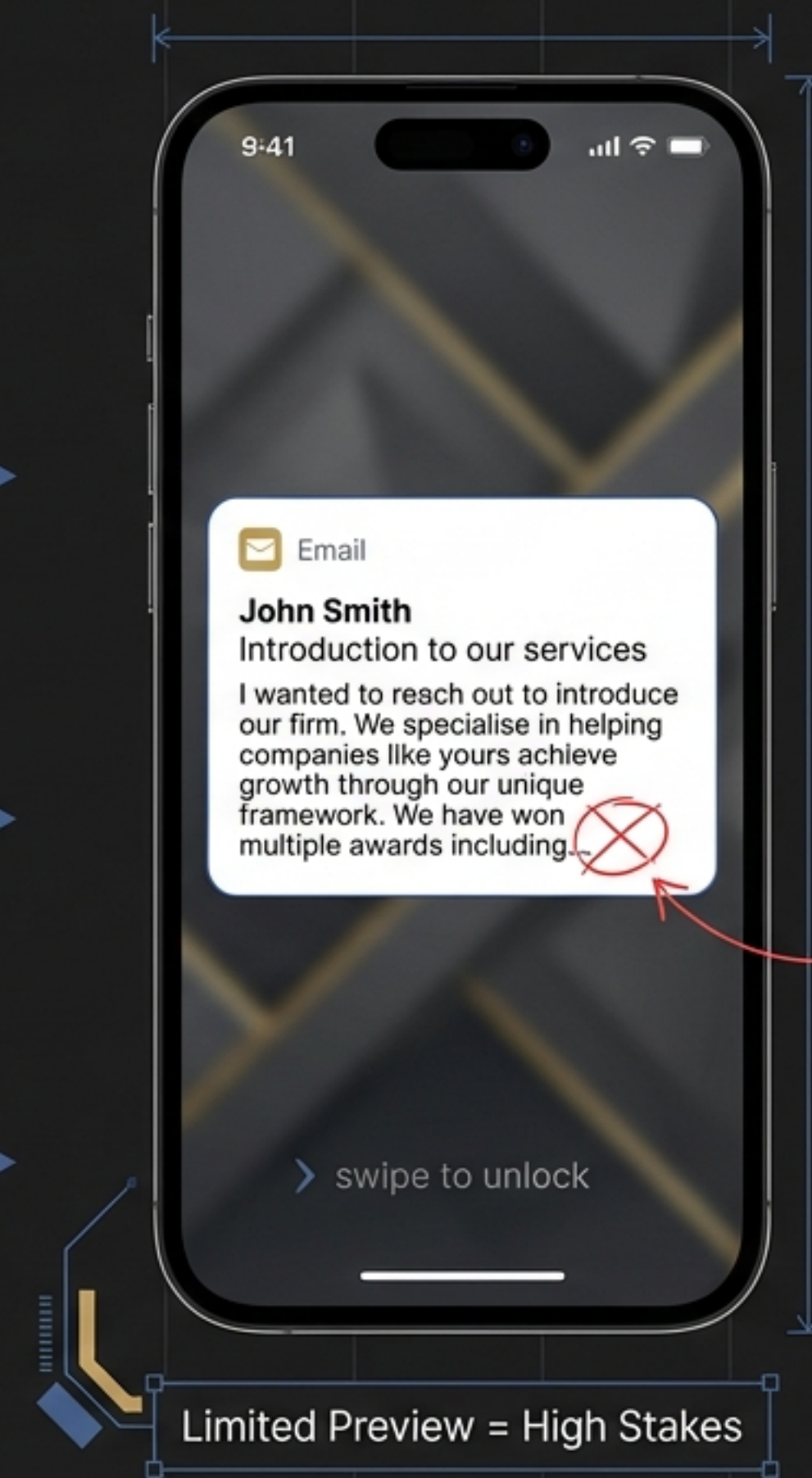
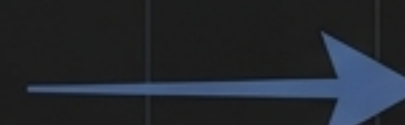
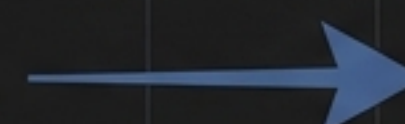
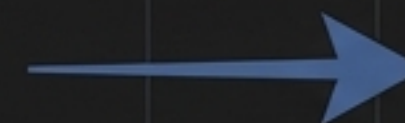
You have 5 lines (approx. 30 words) in an iPhone preview pane.

The Reality:

If they don't know you, and the first 30 words don't grab them, they delete.

The Outcome:

Most consultants fail here because they talk about themselves.



Needs value proposition, not self-intro.

Limited Preview = High Stakes

Phase 1: Rapid Context Setting

The goal of the first sentence is not to sell. It is to get the email opened.

Old Habit



- I wanted to introduce our firm...
- We specialise in...
- Our team has...

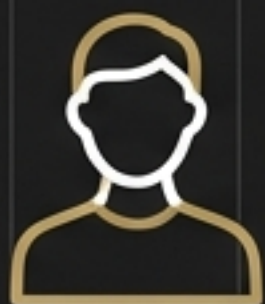
New Tactic



- James Davidson suggested we speak...
- The acquisition of EMCA Digital...
- Your interview in The Grocer...

Shift focus from Sender to Receiver

Three Ways to Win the Open



The Referral

James Davidson suggested we speak about sales growth...

Personal & Immediate



The Event

On-boarding for EMCA Digital's executives must be high on your agenda following the recent acquisition...

Timely & Relevant Context



The Strategy Hijack

The article in The Grocer mentioned your ambition to set new standards...

Aligns with their Goals

Takeaway: Give them a reason to read that is about them, not you.

Phase 2: The Matter of Interest

~~I wanted to...~~
~~We specialise in...~~
~~I'm reaching out...~~

Focus Shift

The Fix:**
Shift from selling credibility (awards, history) to selling **relevance**.

“High-level decision makers aren't looking for consultancy. They want partners who create value.”



Anatomy of a Winning Email

The Hook: Rapid Context Setting (The Event).

Hello John,

On-boarding for EMCA Digital's executives must be high on your agenda following the recent acquisition.

We worked with Donna to capture critical learning... particularly around retaining high-potential executives.

I'll forward a copy of the 1-page summary report.

The Body: Matter of Interest. Positions you as a peer, not a vendor.

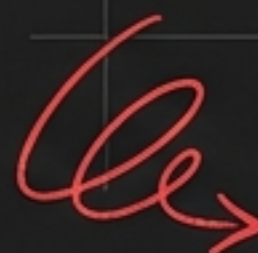
The Offer: Low Friction. Giving value, not asking for a meeting.

Phase 3: The Tenacious Follow-Up

Mindset Shift: A non-reply is rarely a rejection. It usually just means they are busy.



The Rule: The shelf-life of an email is 3 days. If no reply, take action.



Do not just send another email.

Switch the Channel

Pick up the phone. If you lack a direct line, call the main office.



- ➔ **If they answer:** Don't be thrown off. Be ready to speak.
- ➔ **The Gatekeeper:** Be prepared to engage the Executive Assistant. Explain clearly why you need to speak to their boss.

Action!

Mastering the Voicemail



1. Script It

Write it down, but practice until it sounds natural (at least 3 times).

Don't Wing It!

2. Focus on Them

Discuss results and business propositions, not your services.

3. Variety

Have a 2nd and 3rd variant ready for subsequent calls.

The 2-Week Campaign Timeline



The 'Break-Up' Email

Knowing When to Stop

- **The Concept:** There is a fine line between persistent and being a pest.
- **The Trigger:** Send this after 2 weeks and 3 unreturned voicemails.
- **The Content:** Leave your details and a 'lifeline' for them to contact you later if priorities change.

Final Step!



Your Outreach Checklist

- ✓ **Check the Preview:** Do the first 30 words pass the 'iPhone Test'?
- ✓ **Flip the Script:** Replace 'I/We' statements with 'You/Your/Industry'.
- ✓ **Offer Value:** Propose a 1-page summary or briefing, not a sales meeting.
- ✓ **Follow Up:** Call after 3 days. Leave up to 3 voicemails.
- ✓ **Close Gracefully:** Send a final 'lifeline' email after 14 days. *Ready to Send!*

Adapted from 'Sell Consultancy' by Clive Griffiths.