

HOW TO EMAIL IMPORTANT PEOPLE



by James Clear
Founder, Passive Panda

Thanks for joining me!



Hi, I'm James.

I want this to be the
best webinar you've ever attended.

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best webinar you've ever attended.

- 2 ways to find email addresses

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- 2 ways to find email addresses
- 2 ways to write the perfect email

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- 2 ways to find email addresses
- 2 ways to write the perfect email
- 1 live tear-down of a successful email

I want this to be the
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- Plus, a special bonus at the end just for attendees of this webinar

Before we start...

- I need you to commit to taking action.

Before we start...

- I need you to commit to taking action.
- Write it down, right now.

Let's talk about email.

- I surveyed over 1,000 people on their email problems.



Here's what we are saying.

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“People misunderstand me or never seem to get my message in my first or even second email.”

“I can't count on a timely response from my clients.”

“I feel like most of the communication is lost when I can't hear someone's voice.”

What about you?

- What have you been struggling with?
- Write one thing that you struggling with when you email important people...

2 ways to find email addresses

1. The *site:* operator

The *site*: operator

- New York Times example
- Type “site:http://nytimes.com fashion”

2 ways to find email addresses

1. The *site:* operator
2. Social search

2 ways to write the perfect email

1. Prevention vs. Promotion

Prevention vs. Promotion

“This could be a great opportunity for us...”

VS.

“We don’t want to miss out on this...”

2 ways to write the perfect email

1. Prevention vs. Promotion
2. Address the “three worries”

The “three worries”

- There are 3 things that we worry about when someone new sends us an email.

The “three worries”

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 1. Who is this person?

The “three worries”

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 1. Who is this person?
 2. Why are they contacting me?

The “three worries”

- There are 3 things that we worry about when someone new sends us an email.
 1. Who is this person?
 2. Why are they contacting me?
 3. How much time is this going to take?

Three examples

- “3 quick interview questions”
- “Meeting on Friday?”
- “Referred from Lisa Smith”

Live teardown of a successful email

Hi Lisa,

I've been following your tweets and work on HolyKaw for Guy. Most of the articles I write don't fit the Alltop style, but this one does. I hope I'm not overstepping my bounds by suggesting an article. I just think HolyKaw readers would enjoy it.

27 simple ways to become a better negotiator

<http://passivepanda.com/become-better-negotiator>

Cheers!

James

A special bonus for you.

**HOW TO EMAIL
IMPORTANT PEOPLE**

by Passive Panda



Make connections.

A special bonus for you.



Here's what you'll get...

60–page guide

- This document is filled with screenshots, real examples, and proven strategies for email success.



3 video tutorials

- Step-by-step video instruction on how to discover and track down hard-to-find email addresses.



35-minute Q&A

- A recorded question and answer session covering the 17 most crucial email questions.



Plus, massive bonuses.

- SPAM avoidance report
- 45-minute special access interview (\$29 value)
- Attention Thievery 101 (\$197 value)
- Better Communication Guide (\$12 value)

Testimonial

“This is everything a how-to resource should be: clear, succinct, actionable and — most importantly — tested.

I wish every product was produced to this standard.”

— Lachlan Cotter

Discount until Friday at midnight.

Over \$300 value. Usually ~~\$99~~.
Right now, \$66.

<http://passivepanda.com/email>

Discount code: freelance

Expires 11:59pm EST on Friday, July 15

Q&A

Send in your questions!
I would love to hear from you.



<http://passivepanda.com>