



9 Word E-mail:

This e-mail is BRILLIANT for re-activating unconverted leads. This e-mail was created by my good friend, Dean Jackson, for real estate professionals, but it works like gangbusters for IT services. Make sure you send it as a PERSONALIZED, TEXT only e-mail. DO NOT put it into an HTML format with a graphic banner. The key to this working is to make sure it looks like a personal e-mail.

Subject: <<The recipient's first name mail merged>>

<<Firstname>>, are you still interested in <<insert what you talked to them about>>?

<<Your Name>>

Example:

Subject: Bob

Bob,

Are you still interested in our Managed IT Care program?

Robin