5 Keys to Uncommon Email Prospecting Results

A big part of selling has always been finding a way to stand out from the crowd. Amazingly, that sometimes means just coming across like an actual person. Nowhere is this more true than with email prospecting and lead generation, where sending messages that look automated is the kiss of death in your prospect's inbox.

The best way to get uncommon email results is to avoid looking like the common email marketer. Here are 5 tips to increase your response rate:

1. Catch 'em with your catchy subject line.

If your prospect can't glean the purpose of your email from the headline, then it's probably not going to make it through the delete barrier. I like to use something that sounds personal like: "Can you talk Monday at 2pm?" Of course your subject must relate to the body of your email, so if you ask for a meeting Monday at 2pm, make sure you ask again in your email.

2. Hold your questions 'til the end, please!

How many messages do you send to your customers that begin with a question? That's right, none of them. Avoid the temptation to try to pique your prospect's interest with this tactic – it just doesn't work.
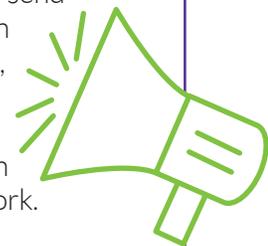
3. Scratch those pesky bullet points!

This just tips contacts off to the fact that you're trying to sell them something. While your real objective is to make the email easier to read, your prospect is thinking "sales person — delete!" Use bullets once you have a working relationship, but stay away from them in your prospecting emails.

4. Avoid being fancy.

There's nothing wrong with text, a few paragraphs, and a single link in your email message. Complicated layouts and pictures (infographics don't count!) make it more likely that your note will be caught by a spam filter. And besides, how often do you put large graphic headers at the top of your client emails? The point is to look like you just dashed off a note to a colleague or customer, so forget the extras.
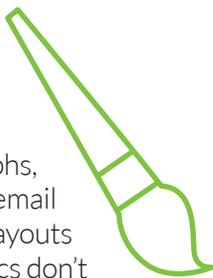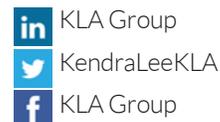
5. Keep calm and be yourself.

If your message doesn't read like something that could be spoken naturally, you have a problem. The idea is to connect with your prospect on a personal level and invite them to take action, not convince them that you're part of a faceless organization. Envision a customer and write your email as if you were sending it to him or her. Be sure the majority of your message focuses on your prospects' issues or trigger events, not on your company.

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