

**Email Response Templates**

Best Practices:

* These emails are meant to be sent to prospects and clients you know. Do not spam a whole list with these types of emails.
* Make sure to always personalize the email with the first name in the subject line and body of email.
* Keep the format simple. The lower-case letters in the subject line are done on purpose to keep in informal.
* The less formal the email, the more likely they will open the email.
* Less is more, white space is your friend. The less text you have the better, so stick with the template script besides the customized spaces where needed. They will read it better this way.
* Only 5-8% of your database is currently in the market for a financial or insurance solution you’ve presented in the past or offered. That’s means there’s another 92-95% that won’t respond. Have the right expectations.
* These emails are meant to shake the trees and see what falls.
* Space your emails at least 2-3 days apart to reduce your chances of betting blocked.
* Try different questions or call to actions! Goal is to keep it short, simple, and informal. Think of how you type a message to a friend.
* Less is more. White space is your friend. Repeat.
* Use a automated email management tool like [www.mailchimp.com](http://www.mailchimp.com) or [www.constantcontact.com](http://www.constantcontact.com) to send your emails for you.