

Answer Your Prospect's Email in 5 Steps

What do prospects look for?

Professionalism, credibility, proof, and leadership.

How can I give it to them in my email response?

- | | | |
|-----------|--|------------------------------------|
| 1. | Reply quickly, with the actual response, or tell them when to expect your response. | Professionalism |
| 2. | Research the prospect <ul style="list-style-type: none">• company website• social media | Professionalism |
| 3. | Answer the question, and take it to the next level with questions that they need to think about going forward, e.g., <ul style="list-style-type: none">• what stage is the project at• is there a timeline? deadline?• what I will need... | Credibility,
Leadership |
| 4. | Mention your own experience and skills, but only after you've made it all about them. | Proof |
| 5. | Close with a no-pressure open loop. | Professionalism |