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Tips for Cold Messaging

Use these tips when “cold messaging” prospects by phone or email and you’ll set more appointments.



Keep it Short

People have shorter attention spans than goldfish. Seriously. So get to the point quickly.



Don't Sell

How often do you buy something over the phone or by email on first contact? Don't sell. The goal of cold calling and email campaigns is to get the conversation started and to set a future appointment.



Network

You'll be shocked at how small the world really is and how many people know someone you know. Networking also builds brand awareness – which holds a lot of weight when contacting someone for the first time.



Experiment

If what you're saying isn't gaining traction, change it up! Experiment with another approach. It's possible the pain point you're highlighting isn't the painful enough to get that appointment. Try another.



Be Honest

Honesty with the receptionist about who you are and what you want goes a long way. Deception doesn't work.