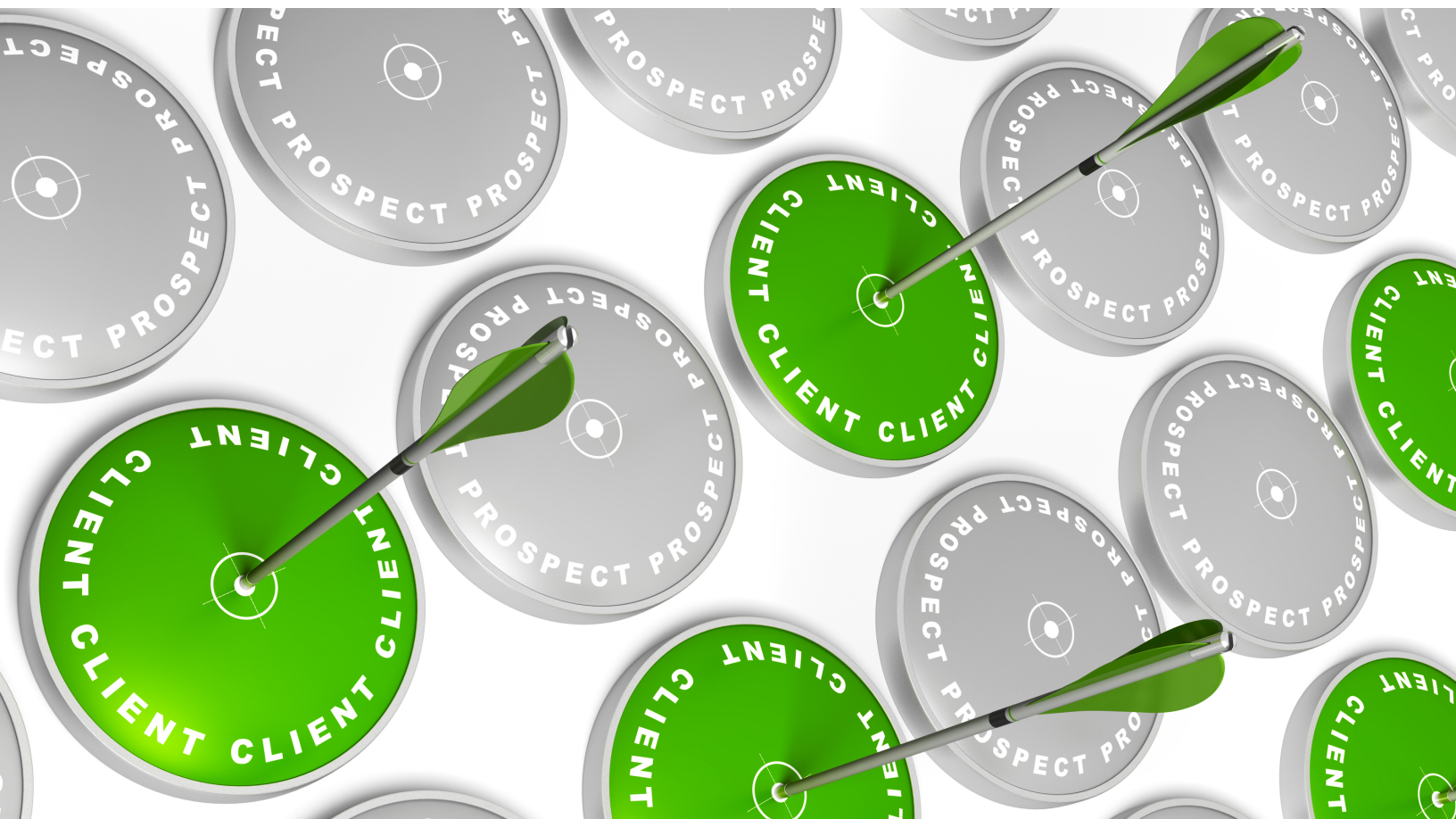




Direct Email **Swipe File**

**A collection of proven
templates and examples**



Direct Email Swipe File

A collection of templates and examples

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Direct Email Swipe File

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Why Direct Email Works

By focusing on what your prospective clients (prospects) need and how you can meet these needs, direct email helps you attract the attention of clients.

Since you choose the prospects you send direct emails to, you can focus on better, higher-paying clients.

What Direct Email Isn't

Sending the same message by email to a group of people is email marketing, not direct email.

Direct email is customized to each prospect. That's why it works so well.

Direct Email Swipe File

This swipe file has proven and tested templates for direct emails that attracts clients, and examples of effective direct emails.

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Direct Email Templates

Direct Email Template

SUBJECT LINE [Client need and how you meet that need]

EMAIL CONTENT:

First paragraph:

[Greeting]

[Client need]

Second paragraph:

[Subhead]

[What you can do for the client to meet the need]

[About you]

Third paragraph:

[Call to action]

Email signature:

[Marketing email signature]

Subject Line: Write the subject line last. Focus on the client need and how you meet that need. Include the organization's name.

Greeting: Use the contact person's name.

Client need: Show you understand the client's need.

Subhead: Highlight the benefit of working with you, in bold type.

What you can do for the client: Briefly summarize your most relevant experience, credentials, and/or capabilities.

About you: Provide a link to your website (or LinkedIn profile if you don't have a website yet.)

Call to action: Clearly says what you want your prospect to do next.

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Marketing email signature:

- Use your logo and tagline. If you don't have these yet, include a brief description of your services below your name or company name.
- Include another link to your website (or LinkedIn profile)
- Include your email address and phone number.

Follow-up Direct Email Template

If you don't get a response to your original email, send a follow-up email about a week later.

SUBJECT LINE [Follow up to email about (client need and how you meet that need)]

EMAIL CONTENT:

[Greeting]

[Reminder about original email, forwarded below]

[Interest in helping the client]

[Call to action]

[Marketing email signature]

Forward original email

Subject Line: Follow up to email about: Re-state the client's need and how you meet that need. Include the organization's name and the date of the original email.

Greeting: Use the contact person's name.

Reminder: Say you're following up on the original email. Invite the contact to connect with you. Mention that you've forwarded the original email below.

Interest in helping the client: Say you'd like to learn more about the client's needs and help the client.

Call to action: Clearly says what you want your prospect to do next.

Marketing email signature: Same as original direct email.

Forward the original email below this.

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Direct Email Examples

Here are sample direct emails for writers, editors, and designers. These examples are for specific target markets. While all direct emails should be conversational, some types of clients are more conservative than others. Use the right tone and language for your clients.

Direct Email #1

Type of freelancer: Writer

Target market: Hospitals

Prospect: ABC Hospital

Key need: Getting more patients

Website: I haven't included the actual hospital name or its URL here since this is one of my clients.

Key language used in the direct email: "Special health challenges" and "achieve their goals"

Email

Subject:

Helping More Children Achieve their Goals at ABC Hospital by Engaging Families with Freelance Medical Content

Body:

Hello Jane. Children facing special health challenges deserve the best care available. But many families may not know that ABC Hospital is the place to go for this.

Help More Sick Children Achieve their Goals

As a freelance medical writer for 25 years, I'd love to help ABC Hospital engage more families so you can help more sick children achieve more of their goals.

Here's a link to my [website](#), where you can learn more about how I can help you do that, and see writing samples (including patient stories, newsletters, web content, and more for other hospitals).

Should we schedule a brief call to discuss this?

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Direct Email #2

Type of freelancer: Writer

Target market: Advertising agency

Prospect: Weber Shandwick

Key need: Helping clients build their businesses by engaging customers/clients with their brands

Website: <http://www.webershandwick.com>

Key language used in the direct email: “Irresistible content,” “shape ideas,” and “move forward” (I substituted “Weber Shandwick’s clients” and “your clients” for “companies and organizations” on the website)

Email

Subject:

Helping Weber Shandwick’s clients move forward with engaging, irresistible content

Body:

Hi Dave. In this era of engagement, Weber Shandwick’s clients need content that gets people connected with their brands.

Creating Engagement through Irresistible Content

That’s where I come in. As a freelance advertising writer with 8 years of experience creating irresistible, and sometimes provocative, content, I’d love to help you win more clients, and your clients win more customers, through engaging content.

Here’s a link to my [website](#), where you can learn more about how I can help you do that and see writing samples.

Can we talk next week about how we might work together to shape ideas and move your clients forward?

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Direct Email #3

Type of freelancer: Editor

Target market: Advertising agency

Prospect: Weber Shandwick

Key need: Helping clients build their businesses by engaging customers/clients with their brands

Website: <http://www.webershandwick.com>

Key language used in the direct email: “Irresistible content,” “shape ideas,” and “move forward” (I substituted “Weber Shandwick’s clients” and “your clients” for “companies and organizations” on the website)

This looks similar to the previous email, but note the words in **red**, which focus on editing instead of writing.

Email

Subject:

Helping Weber Shandwick’s clients move forward by **ensuring** that your content is engaging, irresistible, **and accurate**

Body:

Hi Dave. In this era of engagement era, Weber Shandwick’s clients need irresistible content that gets people connected with their brands.

Creating Engagement through Clear and Accurate Content

But content is only irresistible and engaging when it’s clear and accurate. As a freelance editor with 8 years of experience, including in advertising, I’d love to help you **create content that’s clear and accurate**, so you can win more clients, and your clients can win more customers, through engaging content.

Here’s a link to my [website](#), where you can learn more about how I can help you do that.

Can we talk next week about how we might work together to shape ideas and move your clients forward?

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Direct Email #4

Type of freelancer: Designer

Target market: Advertising agency

Prospect: Weber Shandwick

Key need: Helping clients build their businesses by engaging customers/clients with their brands

Website: <http://www.webershandwick.com>; Key language used in the direct email includes: “irresistible content,” “shape ideas,” and “move [I substituted “your clients” for “companies and organizations”] forward. Language about “creative assets” comes from looking at job descriptions for designers.

The words in red focus this email on design instead of on editing or writing as in the 2 previous emails.

Email

Subject:

Helping Weber Shandwick’s clients move forward with content that looks engaging and irresistible

Body:

Hi Dave. In this era of engagement era, Weber Shandwick’s clients need irresistible content that gets people connected with their brands.

Creating Engagement through Compelling Creative Assets

But words are only as irresistible and engaging as the creative assets. As a freelance designer with 8 years of experience, including in social and digital content and ads, I’d love to help you develop engaging creative assets so you can win more clients, and your clients can win more customers.

Here’s a link to my [website](#), where you can learn more about how I can help you do that and see my design samples.

Can we talk next week about how we might work together to shape visual content and move your clients forward?

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Direct Email #5

Type of freelancer: Writer

Target market: Medical communications company

Prospect: Inventiv Health Medical Communications

Key Need: Helping their pharmaceutical company clients grow their businesses by building relationships with clinicians

Website: <http://inventivmedcomms.com>

Key language used in the direct email: “Build relationships,” “clinicians,” and “accelerate performance.”

Accelerate performance is the marketing language Inventiv uses for driving business growth. In the second sentence of the direct email, “an understanding of the competitive and value-focused marketplace, and the ability to communicate effectively” is based on general understanding of the medical communications target market.

Email

Subject:

Helping Inventiv's Clients Accelerate their Performance through Compelling Freelance Medical Writing

Body:

Hello Jane. Helping pharma companies accelerate performance by building relationships with clinicians takes experience, an understanding of the competitive and value-focused marketplace, and the ability to communicate effectively.

Help Your Clients Accelerate Performance

As a freelance medical writer with a master's degree in biomedical writing and experience working with medical communications companies like Inventiv Health Medical Communications, I can help you accelerate your clients' performance.

Here's a link to my [website](#), where you can learn more about my experience (including slide decks and manuscripts) and see writing samples.

Can we schedule a call sometime next week to discuss this?

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Direct Email #6

Type of freelancer: Editor

Target market: Medical communications company

Prospect: Inventiv Health Medical Communications

Key Need: Helping their pharmaceutical company clients grow their businesses by building relationships with clinicians

Website: <http://inventivmedcomms.com>

Key language used in the direct email: Build relationships,” “clinicians,” and “accelerate performance.”

Accelerate performance is how Inventiv describes driving business growth. “An understanding of the competitive and value-focused marketplace, and the ability to communicate effectively” is based on knowledge of med comms.

Note the words in red, which focus on editing instead of writing.

Email

Subject:

Helping Inventiv's Clients Accelerate their Performance with **Clear and Accurate** Freelance Medical Editing

Body:

Hello Jane. Helping pharma companies accelerate performance by building relationships with clinicians takes experience, an understanding of the competitive and value-focused marketplace marketplace, and the ability to communicate **clearly and accurately**.

Help Your Clients Accelerate Performance

As a freelance medical **editor with certification as an Editor in the Life Sciences**, and experience working with medical communications companies like Inventiv Health Medical Communications, I can help you **ensure that your content is clear and accurate**.

Here's a link to my [website](#), where you can learn more about my experience (including **editing** slide decks and manuscripts).

Can we schedule a call sometime next week to discuss this?

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Follow-up Direct Email Example

Here's an example of a follow-up email for the first direct email example.

Subject:

Follow up to April 21st email about How ABC Hospital Can Help More Children Achieve their Goals with Freelance Medical Content

Body:

Hello Jane. I thought I'd follow up about my April 21st email (forwarded below) to see if we should connect. I'd love to learn more about ABC Hospital's freelance needs and the ways in which I can help you meet those needs.

Should we schedule a brief call to discuss this?

[Forward original email here]

Marketing Email Signatures

Here are some examples of marketing email signatures, with and without logos and taglines. A marketing email signature is especially important for direct emails. But you should also use this on **all** of your professional emails.

Email Signature #1

Robert Smith
Freelance B2B Content Writer
Helping drive business growth

website.com
robertthewriter@comcast.net
215-123-4567

Email Signature #2

Jane Brown
Freelance Editor
Accurate, precise editing for clients in financial services

website.com
janetheeditor@comcast.net
215-123-4567

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Email Signature #3

Lisa Oliver
Freelance designer
Graphic design that helps businesses engage their audiences

website.com
listdesigns@comcast.net
215-123-4567

Email Signature #4

Lori De Milto
Writer for Rent LLC

WriterforRent.net
loriwriter@comcast.net
856-232-6821



More Tips on Direct Email

Finding the Client's Needs

Clients have general and specific needs. Examples of general needs are:

- Build business (or make more money or increase revenue)
- Get more customers
- Raise awareness of the organization's work
- Educate the public
- Help clients build their businesses.

If your background and experience are relevant to the prospects you've chosen you already know some of this.

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To learn about the specific needs of your target markets and clients, do a little research on each prospect's website.

Here's how some general needs are translated into specific needs (from the sample direct emails):

General need: Build business

Target market: Hospitals

Specific need: Get more patients

General need: Help clients build their businesses

Target market: Advertising agency

Specific need: Help clients build their businesses by engaging customers/clients with their brands

General need: Help clients build their businesses

Target market: Medical communication companies

Specific need: Help pharmaceutical company clients grow their businesses by building relationships with clinicians

Customizing Direct Emails

Attract clients by using language from each prospect's website. This makes your email relevant to the client and it shows that you took the time to learn something about the organization.

Increasing Your Responses

Send follow-up emails! Most responses come from follow-up emails. If you don't hear back from a prospect, follow up about a week later.

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