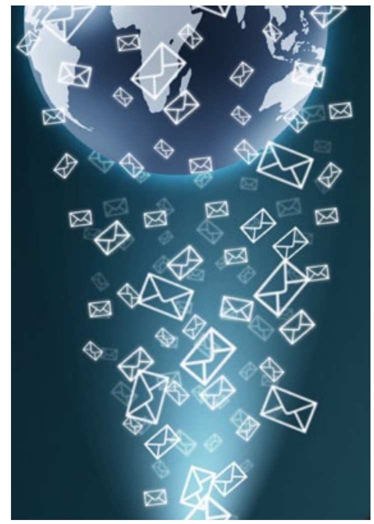
5 Tips for Better Emails

Create more effective emails by answering these questions before you hit send.

1. Is it Relevant to the Reader?



Just as you wouldn't enter a room of strangers and start randomly talking to no one in particular, your emails shouldn't either. Is your content targeted to a specific audience (e.g., IT Directors) or is it serving up a general message to anyone who might read it? Know who you're talking to and their major pain points. That way you can better position how your solution helps them overcome these challenges. Make sure your email easily answers any audience's #1 question, "What's in it for me and why should I believe you?" Communications that just feature the company and its products are called data sheets—effective emails should start a conversation.

2. How Can it Take Away Their Pain?

What part of their job is your audience struggling with? What are their challenges or threats? People are much more willing to buy a product or service when it addresses their pain points or turns a negative situation into a positive opportunity. Ideally, your solution will solve what prospects consider their biggest problem. If it doesn't, can it solve their second or third biggest one? Don't know what your prospects' problems are? Time to talk to the sales team and learn what they're frequently asked by interested prospects.

3. Does it Prove it?

Prospects like proof. They like reading about how similar companies solved similar issues because it answers the question: "Why should I believe you?" Plus they won't have to worry about being a beta test subject to get the kinks out of your solution. This type of content is even more effective when prospects can read how their top three problems were solved by your solution. Do NOT list your top 20 product features and expect prospects to figure out which one applies to them. Demonstrating how your solution solves their specific problems will strengthen your readership.

4. Does It Make a Strong Business Case?

If you're selling high-ticket, B2B products or services, many potential people will be involved with the purchase of your solution (e.g., Recommenders, Influencers, Specifiers, Approvers, Purchasers). The people who have actual budget authority must also be convinced they need your solution, i.e., why will it be good for business? Usually these individuals don't have a technical background; but even if they do, that's now secondary to their business focus. Make it easier for them to understand, appreciate and approve the purchase of your solution by clearly mapping your solution's benefits to their business need.

5. Will it Help the Sales Team?

If you really want to increase the impact of your email content, check in with Sales. Get their input on information to include that they can use to help move their prospects through the sales cycle. Determine how they prepare, conduct or respond to the customer and the level of messaging and detail needed for each stage.

Getting your emails read is tough, but you can increase your odds when you use these content guidelines.