

# 15-Minute Email Academy

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## Ultimate Feedback Email

**Goal:** Get real world feedback on the program, product or service you are offering from actual prospective customers. Feedback is critical to creating what customers actually want and will pay for. You will get huge breakthroughs from your customers and they will help you to co-create your offering, and some will turn into buyers

**Who to send this to:** Past buyers, past clients, current clients, referral partners, trusted colleagues and peers. These will be your best bet, but after you exhaust those sources then you can start reaching out to people in your target market.

**Subject:** Can we talk?

1

Name,

**(PERSONAL--if it has been a while, say so.)**

2

I really need your help on something and I immediately thought of you.

3

I am knee deep working on \_\_\_\_\_, which is my program to help \_\_\_\_\_ to do \_\_\_\_\_. (i.e. "my program to help service professionals to create more streams of income and stop trading time for dollars" – **Fill in your specifics here**) and I would love to hear your perspective, because I am too close to it.

4

Would you be open to a 15-min quick chat about your experiences?

5

If you are swamped right now I completely understand.

6

I can't wait to hear from you and reconnect. Of course I want to hear what is new and exciting with you also!

Take care,

Your Name

Your title

Your phone number

## Questions for John

### **Strategy**

What is the goal of this email?

What strategy are you using to achieve this goal?

### **Block-by-block tour**

BLOCK #1 – What subject line formula or technique are you using?

BLOCK #2 – What is the purpose of this line – and do you use the actual word “PERSONAL”?

BLOCK #3 – What mechanism are you using for this open and how well does it work?

BLOCK #4 – Please take us through how this “fill in the blanks” paragraph works.

BLOCK #5 – This is what I refer to as a “soft call to action”. Why did you choose to soften it rather than using a more direct call to action?

BLOCK #6 – Please describe the strategy used in your close.