

15-Minute Email Academy

Brad Costanzo

Subject: I need your brain on something

1

Happy Friday to you, since you're probably an entrepreneur that likely has zero effect on you anymore ;)

2

I've released some cool new podcast episodes recently if you haven't checked lately...

BUT that's NOT WHY I'm emailing you.

I need your help with something.

3

An introduction of sorts...

If you know me at all, you know that beyond my podcast, I work deeply with business owners and entrepreneurs to provide a clear path to get back on track and reinvigorate their profits.

Companies who are kicking butt already and have it all figured out typically don't need my help as much as the others.

And due to some changes I've made, I now have the bandwidth to help one or two more companies.

Here's where I could use your noodle...

4

Who do you know that owns a business and might fit into any one of these categories? (not necessarily all.. just ANY)

- Doing a minimum of \$500k in sales.
- Frustrated with slow or stagnant sales growth
- A little worried that if they don't either raise money or increase sales they could be in trouble
- Might be open to selling the business for the right price.
- Is currently going out of business or facing bankruptcy
- Overwhelmed with operations and not enough time for effective marketing
- Has a great product but isn't able to get it into the hands of people who will buy it.
- Sells advice or services (like an agency) and isn't closing enough business or would love to raise their fees and fire crappy clients but isn't sure how.
- Has a sales team that's underperforming OR doesn't have a sales team to increase their sales and needs one.

If any of these cause someone to pop in your mind, please make an introduction to me. A simple email will do just fine.

5

In each and every case I MIGHT have a very unique and effective solution for them and would like to see if there's a fit.

If you do know someone and it turns into a business relationship for them and myself, **you'll be rewarded handsomely.**

6

Feel free to print those out and let me know if something pops into your noggin'.

Thanks

Brad Costanzo

P.S. What do you do? Are you a business owner now? Want to be? Executive somewhere? What's your story?

7

Just hit reply. I actually read these. :-)

Questions for Brad

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 – This short block opens with something for the reader, then quickly shifts to another topic. What's the reasoning behind using this shift?

BLOCK #3 – This block introduces the reason for this email. What's the reasoning behind setting things up this way?

BLOCK #4 – I like how you qualify exactly who you're looking for with this list – and disqualify who you aren't. How well does this work to screen out unqualified referrals?

BLOCK #5 – Your call to action is very simple and non-salesy. Why did you write it this way?

BLOCK #6 – You close with an offer to reward the reader for any business that comes from this along with the suggestion to print out the list. Please tell me more about the reasoning behind both.

BLOCK #7 – Your P.S. is quite unique. What's the purpose of this invitation and what kind of results does it produce?

