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Sales Email Campaigns

Sales Email Campaign: 50 Email Scripts

These are 2 emails I wrote to sell a potential client's product. This was a test I had to complete as part of the interview/hiring process. It was one of the multiple writing tests that got me a job as a Senior Copywriter on the IWT team.

One Sentence Pitch:

50 Email Scripts is the course that lets you hack my inbox and steal 50 of my best email templates and word-for-word scripts on what to say and how to say it when it matters most.

EMAIL #1

SUBJECT: "What should I say?"

Hey [NAME],

Here's the gist of a lot of emails I get.

"Hey Ramit – I found out that an acquaintance of mine knows this very important person who I really want to connect with. What should I say to my acquaintance to get an introduction?"

Or "Hey Ramit – I found out through the grapevine that an internship spot is opening up at the company I want to work for. I know who the hiring manager is but I don't have a relationship with him. What should I say in an email to him to get my foot in the door?"

Adorable. You want me to be your on-call email writer.

But think about it.

How many times have you sat staring at your keyboard wishing the right words would just come flowing out?

It's a tragedy, really. You're presented with an opportunity, but you're at a complete loss for what to say and how to say it.

So you either whip something lame together and cross your fingers. (What most people do.)

Or you bail on the idea altogether and go do something to take your mind off the fact that you just blew a possible opportunity all because you didn't know what to say.

Neither of those are going to get you the results you want.

But I know what will.

If you're wondering if I'm about to tell you how you can get all of my answers to the "What should I say?" questions, you're right.

But before I do that, I want to give you 5 email strategies that will improve your chances of getting a response from even the busiest people.

#1 – Write a compelling subject line. The subject line is the first, and sometimes the only, thing people read. And it's your best shot at standing out from all the other emails clogging up the inbox. When it comes to email marketing, the best subject lines *tell* what's inside, and the worst subject lines *sell* what's inside.

#2 – Be brief. Influential people are busy. And they get a lot of emails. Hundreds and sometimes even thousands a day. A one sentence intro about who you are and why the person should read your email is a great start. But that's it. Don't waste their time by telling them about some great new vegan restaurant you tried today. They expect that you want something from them so after your brief introduction, get to the point.

#3 – Focus on what's in it for them. Let the person know what he/she is going to get out of it. Maybe you'll give him exposure to an audience who buys what he sells. Maybe you'll be able to make him look good to his boss. Or maybe you'll just give him a chance to be involved in an initiative that means something to him. Find the benefit for him and highlight it.

#4 – Offer a clear CTA (call to action). Make the ask. You’d be blown away if you saw how many people end their emails to me with, “Yeah, so sorry for going on and on.” DELETE.

#5 – Test. If you want to see what’s working, do a simple test. Write 2 versions of your email. Then create an A group and a B group and send out the 2 versions. Which one gave you the best response rate? Go with that one.

Now, what do you do if you just want to cut out all of the blood, sweat and tears it takes to figure out what words work and just get your hands on scripts that have already been field tested hundreds of times over the past 11+ years?

You can click here to get my course – [50 Proven Email Scripts: How to Reach the Unreachable, Get the Ungettable, and Send the Perfect Message...Every Time.](#)

In this course I’m giving it all up:

- 50 word-for-word email scripts that get noticed, make you look smart, and prompt fast responses
- a detailed analysis of every script, so you understand WHY each one works
- my private framework so you’ll be able to write an effective email no matter what situation you encounter today, a month from now, or 10 years from now

Here’s what you’ll learn:

- How to get a VIP to take time out of his busy schedule to meet with you. (Page 49)
- How to impress an interviewer before you even walk in the room. (Page 55)
- How to set up an informational interview. (Page 58)
- How to ask someone to be a reference for you even if you haven’t spoken to them in years. (Page 74)
- How to write a thank you email when the stakes are high. (Page 91)
- How to write an irresistible invite to friends that actually gets more of them to RSVP and attend your party or event. (Page 148)

Plus 44 more email scripts that are the answer to your burning “What should I say?” prayers.

I’m also going to teach you 7 essential strategies for writing emails that get responses such as the 5-Minute Straight-jacket Technique, The Ramit 1-2 Punch, and The UNODIR Strategy.

A lot of people underestimate the power of a perfectly crafted email.

They've been writing emails for 20+ years. What could they possibly have to learn?

A lot more than you think.

But just like everything else, if you don't put a priority on testing what you're doing – whether it's working out or sending out resumes or writing emails – you'll just go about your business thinking you've got it covered and miss critical opportunities to improve.

Lucky for you, as your test-obsessed surrogate Asian father, I've made it my mission to make sure every word of every email you write earns its way on the page so you get the results you want.

Email writing is a skill.

And when you learn how to write emails that work – emails that get responses – you'll always have this super stellar secret weapon that you can whip out whenever you need someone to pay attention.

You can use your emailing powers to build relationships with VIPs, get your foot in the door at the company of your dreams, secure a top consulting gig, land a key endorsement, or get advice from a top player in your industry.??

And the best thing about this course is that I didn't just slap a bunch of sample emails in a doc and call it a day.

??I went a step further than that.

Scripts are one thing. They're highly valuable, and you'll rarely find someone offering you tested scripts (because testing is hard). But I want to prepare you to write ANY email that you encounter.

So I combined the scripts in this book with never-before-released instruction on how they work so that you can have a framework to use for any email you write now and in the future.

Here's a sneak peek at one of the emails and my feedback on why it works and why it doesn't.

But you don't have to take my word for it.

Here's what a few of my students have said:

"I got my dream internship! It was pretty incredible, as I didn't fit into the usual criteria or requirements of the job description but was able to sell myself as the perfect candidate. Honestly, I got the most utility out of the networking scripts and questions."

-Laura Yu

*"Used your e-mail script to reach out to someone I consider relatively famous in his line of work because I am interested in picking his brain about what he does. Doubted myself a long time but eventually pressed the send button. **He responded a few hours later saying he would love to take the time to speak with me.** I'll be talking to them on Wednesday. Super excited about this opportunity. Thanks Ramit."*

-Keith Graham

*"I reached out to a prior boss I haven't seen in 4 to 5 years about a position I heard about at that company. All I had asked for was if I could still use him as a reference and his up-to-date contact info. He responded in less than a half hour. By following up and offering to keep him in the loop, **he then responded with an offer for a letter of recommendation and an offer to send a personal email to the hiring manager on my behalf.** Holy Crap! It really works..."*

-Greg H.

Email isn't going away. But if you don't learn how to use it effectively, then you're going to continue to waste time, money and opportunities.

Wouldn't you rather get it right, virtually guarantee a positive response to your most important emails, and then get on with your life?

To get instant access to this course — and for a full list of all the scripts I'm sharing from my personal vault — [click here](#).

Enjoy!

-Ramit

P.S. This is one of my most affordable courses. Still, imagine how quickly it would pay for itself with one email that could land you a big consulting gig, a meeting with a potential mentor, or your DREAM JOB.

EMAIL #2

SUBJECT: I'm giving you the password to my email account...

Hey [NAME],

A couple of years ago I had this weird thought.

Because I have weird thoughts all the time.

And I wondered what would happen if I gave someone the password to my email account.

After reading all of the heartfelt emails from my mom telling me how I'm her favorite kid, what would they do?

If they were smart, they'd try and figure out how the heck I have the relationships I do – with editors, mentors, thought leaders – and how I've managed to get on some big radar screens over the past 11 years.

Because that's where the gold's at.

Everyone always says that the money is in the list.

I actually think it's in my emails.

So, I'm opening up my inbox to you. (No, I'm not really giving you my password weirdos.)

But I am giving you 50 of my best email scripts on:

- How to set up phone calls with “higher-status” people so they make time in their busy schedule to talk to you. (Page 49 of my 50 Proven Email Scripts course)
- How to write a pitch for a consulting gig or a job interview. (Page 62)
- How to reach the unreachable by emailing their assistant. (Page 97)

Plus 47 more that are designed to help you build relationships, generate revenue and save thousands of hours.

You can get all of them in my course – [50 Proven Email Scripts: How to Reach the Unreachable, Get the Ungettable, and Send the Perfect Message...Every Time.](#)

But I don't just want to sell you something.

I want each and every one of my emails to be useful to you so I'm going to share a technique I invented and tested (in true Ramit fashion) in order to get more responses to my emails.

Before I get to that though, have you ever wondered...

How I'm able to get you to open my emails, even when you're bombarded with countless other newsletters every day?

How I'm able to get in front of key players in all types of industries?

And how I've used email to build a strong relationship with my readers and bring in millions of dollars to my business in a very authentic and un-slimy way?

Years ago I learned some simple writing techniques that I practiced while I was at Stanford learning about persuasion, and then later tested out when I started building a list.

Now, with over 450,000 people on my list, I've had the chance to test and refine even more writing techniques.

Today I want you to get a sneak peek into my inbox so you can see the exact email scripts I've used to get in front of key players, save time, and get extraordinary results in my business.

The great thing about these scripts is that there's no magic involved. They're proven scripts that incorporate powerful psychological elements and they get results. All you have to do is use them.

If you want to get right to the course, [here it is.](#)

But I hope you stick with me, because I have story I'd like to share with you.

When I was in college, I co-authored my first book, *Recruit or Die*.

I wanted to get the book proposal perfect, so I emailed 8 of my mentors to get their advice on my 40-page document. These were people who liked me and had already proven on many occasions that they wanted me to succeed.

I wrote what I thought was the perfect email – it was well written, it had deadlines, and it had a very clear call to action.

The result?

0 RESPONSES.

I was shocked. I mean, these were my closest mentors and advisors and nothing I had sent had ever fell on such deaf ears before.

I spent about 5 minutes feeling put off. And then I realized that since I didn't get a single response, I had obviously missed the mark.

So instead of giving up and saying, "Nobody loves me," I rewrote the email. This time, I replaced my 500 words of detail, far too many questions, and a non-urgent deadline with this:

Hi NAME,

I'm working on a book proposal and wanted to see if I could get your feedback. Can I send it your way (I'll include a few specific questions I'm looking for your thoughts on)?

Can you guess what the response rate was?

87.5%.

That's 7 out of 8 people!

And, when I re-sent the original email back to them after I got their agreement, all 7 responded.

So what happened? And how can we use this lesson to write emails that get better results?

Think about your own inbox for a second.

When you get a really long and detailed email from someone, what do you do?

If you're like me, you say "I'll deal with this later." But you never do.

Ever since that experience, I started using what I call the "pre-commitment" strategy, or Ramit 1-2 Punch. ([I explain it in detail on page 30 of the course.](#)) Because if you can give someone a quick and easy yes, not only do they appreciate that you've honored their time, but they're also far more likely to provide the follow up you're asking for. (Nobody likes to bail once they've already said yes.)

The critical takeaway is this: They all WANTED to help, but I made it too hard for them. Once I made it an easy yes, they were all in. Well, 87.5% of them were in.

Think about the last 10 emails you sent. How many times have you missed out on a response just because you didn't know what to say and how to say it?

Imagine if YOU could get inside the head of the people you want to connect with.

You could get meetings with mentors, decision makers, and hiring managers while everyone else is left scratching their heads wondering why their emails are living out the rest of their days in the email graveyard.

You could turn people who once felt untouchable into friends.

And you could save yourself so much time that you'd be free to focus on your work, go out with friends, or, if you're like me, eat chips and salsa in bed.

There IS a way to get inside the head of the people you want to connect with.

It's called gold medalling in email writing.

But in this case, I've done all of the preparation and training for you.

Sure, you could try out your own scripts and cross your fingers that they work.

Or you could just use my proven word-for-word email scripts and watch the results roll in.

You'll learn:

- How to use a pre-meeting update to impress any senior executive. (Page 56)
- How to get someone to be a reference for you even if you haven't spoken in a while, even years. (Page 74)
- How to cold email a stranger for advice. (Page 61)
- How to set up an informational interview (Page 58)
- How to ask for an introduction. (Page 65)
- How to get an internship at a top company. (Page 88)
- How to get someone to respond to your email if they didn't respond the first time. (Page 102)
- How to respond when you're rejected by a busy person. (Page 107)
- How to write a thank you email when the stakes are high. (Page 91)
- How to write an irresistible invite to friends that actually gets more of them to RSVP and attend. (Page 148)

Plus, I don't just give you the script. I share my actual analysis for every email, showing you where the email works and where it fails.

You'll also get insider techniques I've never revealed publicly — ones I developed myself and tested with millions of emails.

To get instant access to this course — so you don't have to waste another minute wondering, "What should I say?" — [click here](#).

Enjoy!

-Ramit

P.S. This is one of my most popular courses. It's also one of my most affordable ones because I want to make this an easy win for you. [Here's that link again](#).