



You sent a pitch and the company opened it. Maybe they've looked at it multiple times but haven't responded. What do you do next?

IF they opened the email (use tracking software), you would send a follow-up email (on the same thread) 7 business days (NOT calendar days) after the pitch went out.

What would that look like?

Your goal is to give them more value. You want to show them you're an expert that can add value to their organization if they book you. You can also customize the "value" part of the email.

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## Digital Marketing

"Dear xx,

How many more sales would your organization close if you had a 60% open rate vs the standard 4% open rate that email marketing gets? The stats speak for themselves (<https://www.socialmediatoday.com/.../chatbots-vs-emai.../529397/>) 🖱️ Hyperlink this

We live in the information and technology age. The good news is that you can use technology such as Chatbots to get better open rates, automate the process, and reach more of your potential customers.

A staggering 1.6 billion people use Facebook Messenger every day according to Tech Crunch (<https://techcrunch.com/20.../.../25/facebook-2-5-billion-people/>) 🖱️ Hyperlink this

The opportunity is so good that the NHL will be using a Chatbot for the next Stanley Cup (<https://www.mobilemarketer.com/.../nhl-unveils-facebo.../555677/>) 🖱️ Hyperlink this

Chatbots are one part of creating a digital marketing plan that builds your audience, reaches MORE people, and adds revenue to your bottom line.

It's just one of the things we could talk about if you had 20 minutes in your schedule.  
*Can we meet over a conference call?*

I'd be happy to show you some digital marketing tools and strategies you could use right now.

Thanks,  
xx"

I could have used Facebook groups, podcasting, text marketing, or any other newer digital marketing strategy as the value.

I then Google the stats or any relevant content online to back up what I'm saying. Use for more effective follow-up!

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## **Wellness**

"Dear xx,

Helping your team members create better physical and mental wellness habits lead to better operational efficiency and more productivity.

Training and education that helps employees become the best versions of themselves have a direct impact on your organization's growth and bottom line.

The stats tell a story:

- As of 2012, 117 million Americans had one or more chronic illnesses, which account for 75 percent of all healthcare costs in the U.S. according to the CDC (<https://www.cdc.gov/chronicdisease/about/costs/index.htm>) 🖱️ Hyperlink this
- Top two chronic health conditions driving health-related costs for employers were depression and obesity, research showed according to the CDC (<https://www.cdc.gov/chronicdisease/about/costs/index.htm>) 🖱️ Hyperlink this

One way simple strategy you can implement to create a healthier team is to publish a workplace wellness ideas newsletter.

In it, you can highlight the best fitness, nutrition, and educational content. You can also update employees on the latest wellness news.

A company newsletter can be a great way to introduce new health and wellness ideas in the workplace.

One way to find content ideas is to set up separate Google alerts for “fitness”, “nutrition” and “wellness education,” and select “only the best results.”

Compile the best articles each week, or month, into one email and send out for your employees to enjoy.

This is just one of the things we could talk about if you had 20 minutes in your schedule.

I see two other cost-effective but profit-generating wellness strategies you can implement right now. *Can we meet over a conference call?*

Thanks,  
xx"

I could have used any major wellness strategy or group exercises (mindset, stress relief, meditation, nutrition, sleep, etc) as the value.

I then Google the stats or any relevant content to back up what I'm saying.

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## **Personal Development**

"Dear xx,

Strong leaders help your organization function but good employees build your company. They can increase your revenue and make it easier for your leadership team to focus.

You can't put a dollar amount on a good employee. That means employees need training and education that helps them become the best versions of themselves.

The stats paint a picture:

- 77% of organizations report they're currently experiencing a leadership gap according to Forbes (<https://www.forbes.com/.../10-workplace-trends-youll-see-in.../...>) 🖱️ Hyperlink this
- 63% of Millennials said their leadership skills were not being fully developed according to Business Insider (<https://www.businessinsider.com/why-millennial-employees-ar...>) 🖱️ Hyperlink this

One way to help your team is by doing a classic team-building exercise called "Stinky Fish."

It's a short program focused on sharing fears, anxieties, and uncertainties related to common workplace challenges. The purpose is to create openness within a group.

The stinky fish is a metaphor for "that thing that you carry around but don't like to talk about; but the longer you hide it, the stinkier it gets."

By putting stinky fish (fears and anxieties) on the table, employees begin to relate to each other, become more comfortable sharing, and identify a clear area for development and learning.

It's just one of the things we could talk about if you had 20 minutes in your schedule. I want to give you the exact steps to run this exercise because I know it will help your team.

*Can we meet over a conference call?*

I'd be happy to show you some personal and leadership development tools and exercises you could use right now.

Thanks,  
xx"

I could have used any major personal development strategy (mindset, stress relief, meditation, etc) as the value.

I then Google the stats or any relevant content to back up what I'm saying.

**Updated: 4/18/2021**