

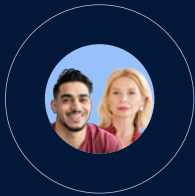
# Sam's Perfect Email SMYKM Cheat Sheet



Show Me You Know Me® is the art of understanding who your buyers are from all angles & creating an authentic connection with them.

## 1 Start by researching your prospect

Lay the groundwork for your perfect email by researching your prospect in depth.



### The human

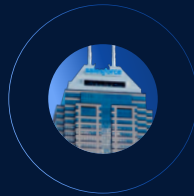
Start on LinkedIn

Learn about the person:

Check common connections, their headline, about section, location, education, & interests

Learn about the professional:

Check their current job, length of time there, promotions, previous employers, & career path



### The company

Visit their website

Check out resources, press releases, values, charitable activities

Look for executive activity

Blogs, podcasts, conferences, guest appearances



### The space

Do some Google-ing

Learn about their vertical or industry

Learn the lingo

Always check your CRM!

## 2 Avoid these personalization pitfalls

Steer clear of these common mistakes in your Show Me You Know Me<sup>®</sup> prep work.

The mistake	Subject line example	Prospect's reaction
Choosing a SMYKM angle that has no authentic tie to you	Go Noles!	"So what?"
Getting too personal	Love your family beach pictures!	"Creep!!"
Doing personalization at scale poorly	Five minutes of your time...	"This has sales written all over it..."

## 3 Compose the "perfect" email

Put your Show Me You Know Me<sup>®</sup> research into practice and get noticed by high-value leads.

### The subject line

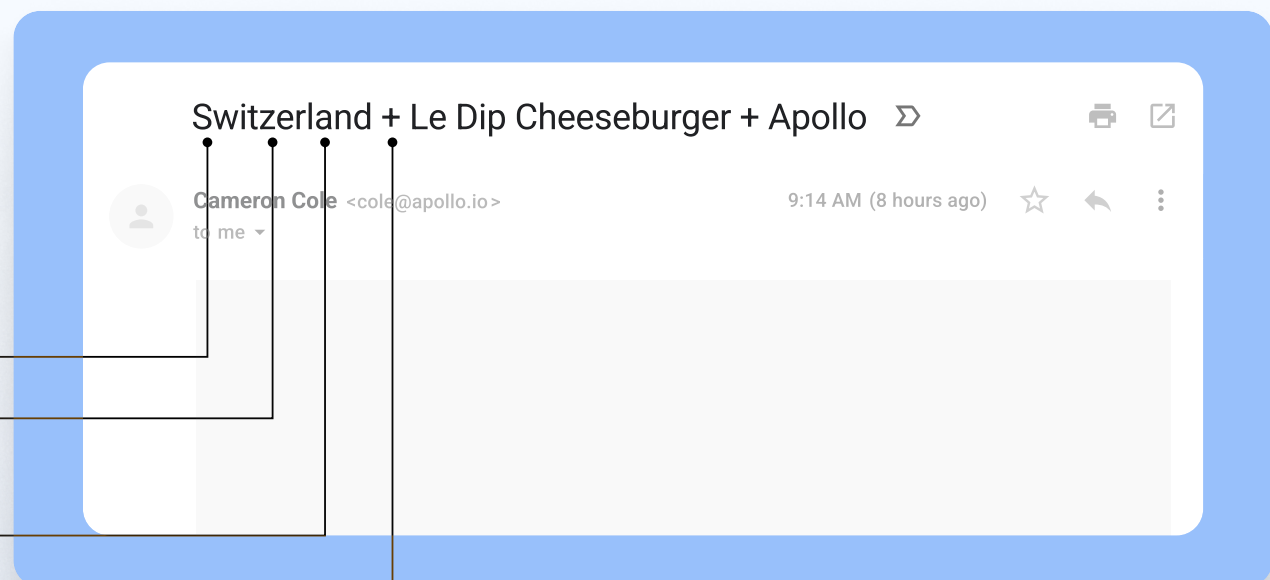
This is the most important part of your email.

It should include SMYKM

It should make no sense to anyone but your prospect

Shorter is not necessarily better

Use "+" to break up verbiage



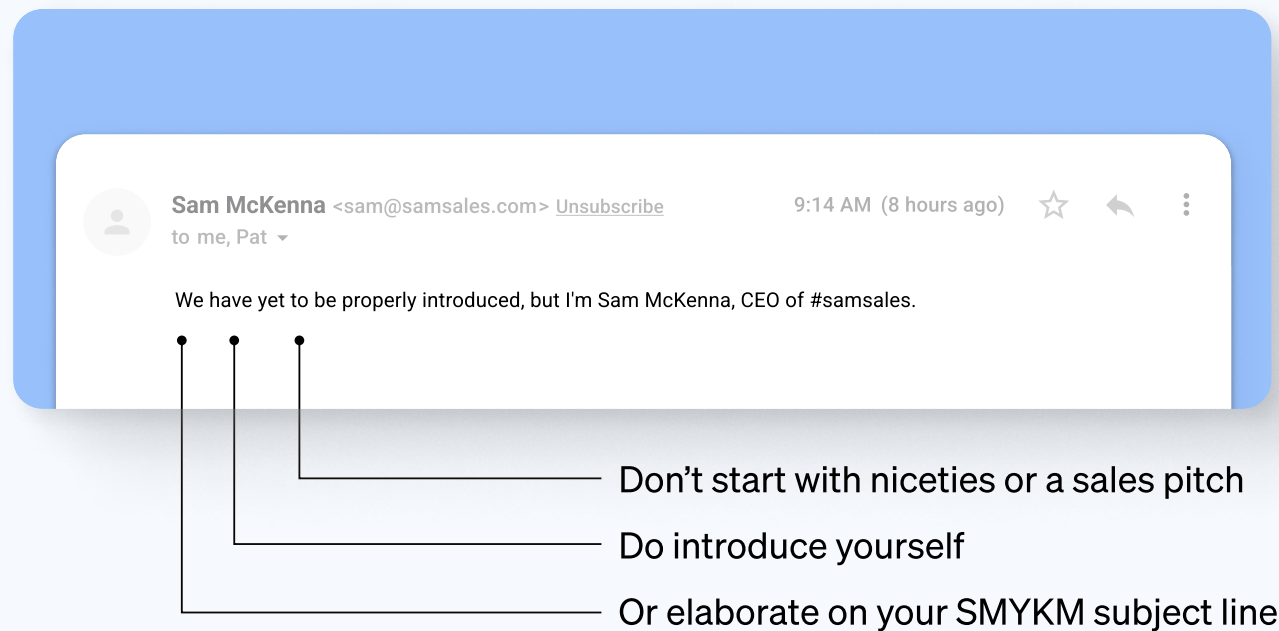
Examples:

Switzerland + Le Dip Cheeseburger + Apollo

ΠΚΦ + Nothing Shall Ever Tear Us Asunder (Except Detention Fees)

## The first sentence

This is the second-most important part of your email, and is part of the preview text.



Sam McKenna <sam@samsales.com> [Unsubscribe](#) 9:14 AM (8 hours ago) ☆ ↶ ⋮  
to me, Pat ▾

We have yet to be properly introduced, but I'm Sam McKenna, CEO of #samsales.

Don't start with niceties or a sales pitch

Do introduce yourself

Or elaborate on your SMYKM subject line

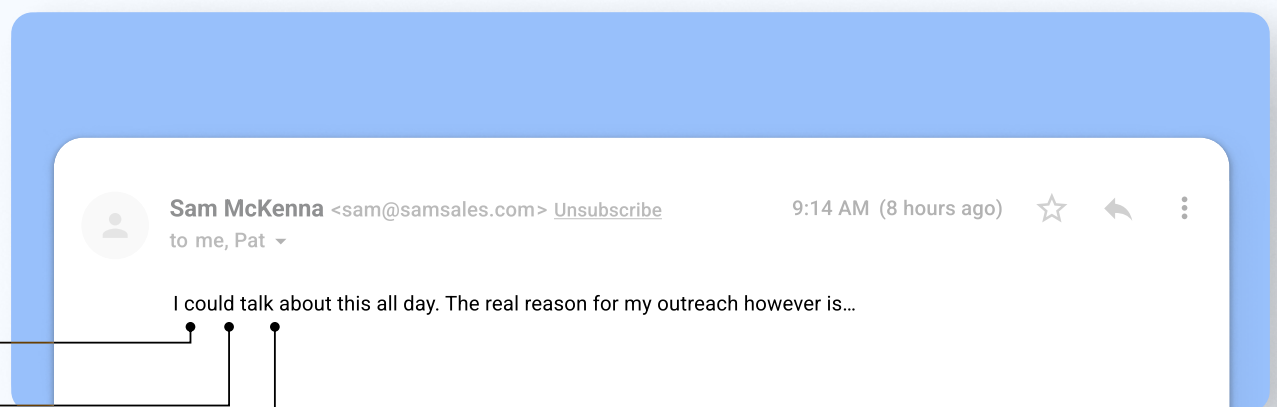
## The transition

This is where you naturally progress from your intro into the reason for your email.

Don't abruptly jump into a sales pitch

Connect the dots

Stay conversational

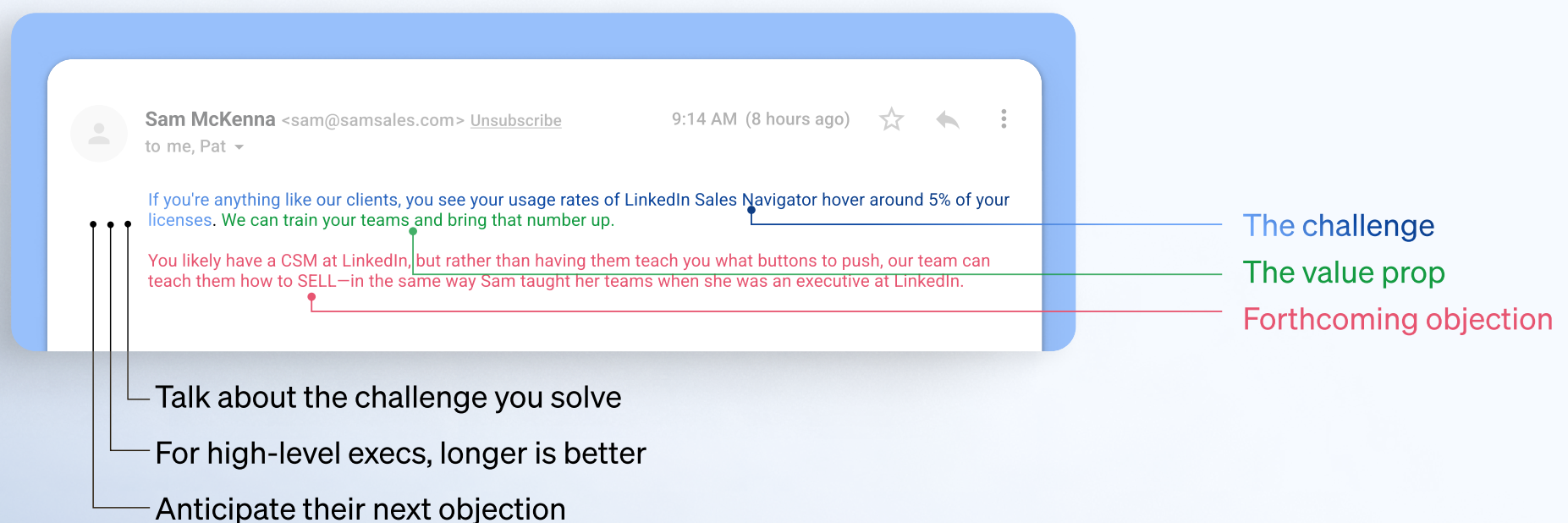


Sam McKenna <sam@samsales.com> [Unsubscribe](#) 9:14 AM (8 hours ago) ☆ ↶ ⋮  
to me, Pat ▾

I could talk about this all day. The real reason for my outreach however is...

## The value proposition

This is your opportunity to convince the prospect that time with you will be well spent.



Sam McKenna <sam@samsales.com> [Unsubscribe](#) 9:14 AM (8 hours ago) ☆ ↶ ⋮  
to me, Pat ▾

If you're anything like our clients, you see your usage rates of LinkedIn Sales Navigator hover around 5% of your licenses. We can train your teams and bring that number up.

You likely have a CSM at LinkedIn, but rather than having them teach you what buttons to push, our team can teach them how to SELL—in the same way Sam taught her teams when she was an executive at LinkedIn.

The challenge

The value prop

Forthcoming objection

Talk about the challenge you solve

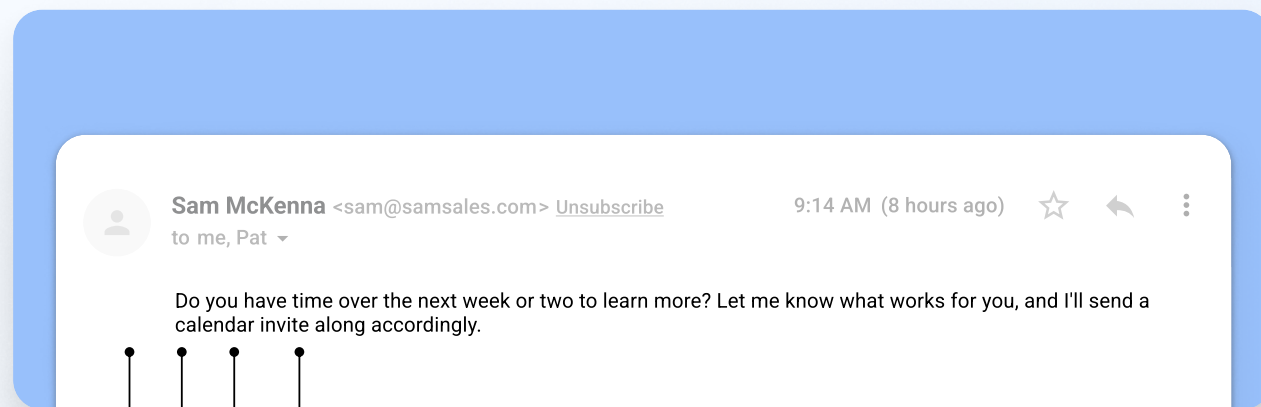
For high-level execs, longer is better

Anticipate their next objection



## The close

This is where you specify a call to action and show you're considerate of their schedule.



- Don't send a calendar link
- Don't chase them with specific timeframes ("Monday at 1pm work?")
- DO keep the timeframe broad
- DO work around their calendar, not yours

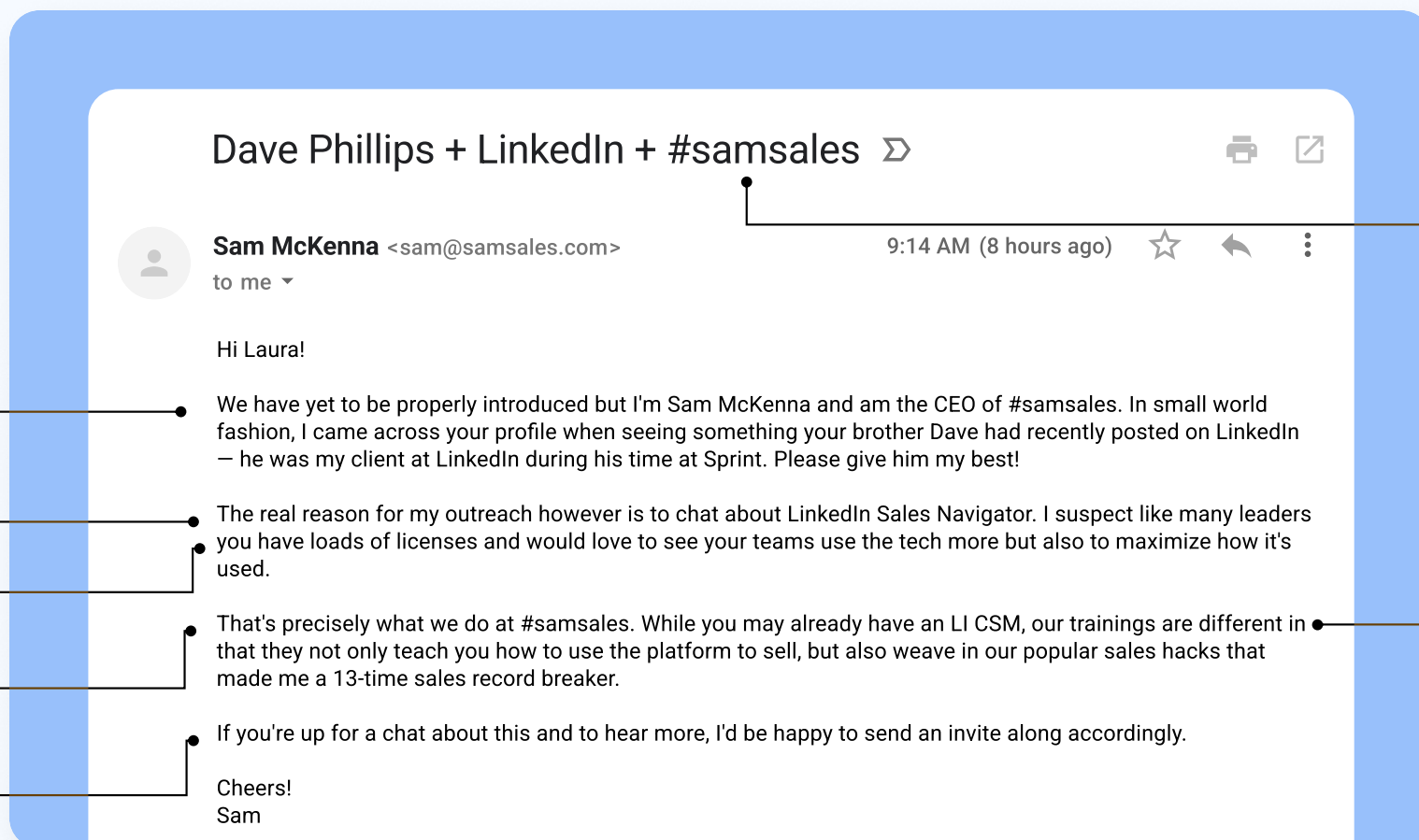
email examples

Perfect email examples

Perfect email examples

Perfect email examples

### Example #1:



Non-salesy first sentence

Transition

Challenge

Value Proposition


The close


SMYKM subject Line




Objection handling



## Example #2:

**Dog Lover + Gelato + Affordable CRM** 

 **Todd Moore** <todd@sales.com>  
to me ▾

9:14 AM (8 hours ago)   

Hey, Sherri!

I was doing some research on [ subject ] and came across your profile. I noticed that you're a dog lover, curious about what kind of pup you've got? My wife and I have a labradoodle, who just turned two this month. She has been such a blessing to the family. I also noticed you love to make your own gelato. That's really cool (literally!) and something I plan to learn to do!

I'm writing specifically, however, as I suspect you've spent countless late nights working on an RFP or key client initiative that was dumped on your desk last minute by a partner. Depending on how many partners you support, this may be the norm.

Without the right software, you end up digging through several different folders, platforms, and even emails to find marketing lists, client segments, published articles, and development updates...with no end in sight...

[ company name ] gets you to that destination faster.

For example, unlike typical CRM platforms, [ blur out ] enhances your efforts to grow business in new markets. It's not just content management and lists, it's the ability to segment your client base, identify existing clients that could expand practice areas, and quickly pull history on those relationships to create more impactful campaigns.

And all those challenges can be addressed using one resource.

While you may be anticipating a long, drawn-out implementation process, [ blur out ] is user-friendly, and agile to your workflow. You don't even need an enterprise plan that traditionally runs up the cost, as we implemented a named-user.


Interested in learning more?


Cheers,  
Todd




**Labels:**

- Non-salesy first sentence
- Transition
- Challenge
- Objection handling
- SMYKM subject Line
- Value proposition
- The close

## Example #3:

**Benji the Bengal's Favorite Pilot/Flying J** 

 **Josh G** <Josh@coupons2go.com>  
to me ▾

9:14 AM (8 hours ago)   

Hi Jim,

We haven't met yet, but I'm Josh and I run the couponing program at Coupons2Go. I often drive across the country for work and whenever I can, I stop at a Pilot/Flying J – y'all have hands down the best experience of any travel center! When I saw you went to Buffalo State I wanted to drop you a line of some Flying J Trivia.

Here it is: the closest Pilot/Flying J to Buffalo State is in what country?

While that percolates, the real reason I'm reaching out is to chat about Coupons2Go. My guess is, if you could find a way to both delight Pilot's 1.5m daily customers and increase per-transaction revenue by 20% or more, you'd do it. But it's hard to make that kind of impact at your scale.

That's exactly what we do at Coupons2Go. While you do already have some awesome couponing strategies in place, our digital coupons have a massive nationwide reach that have helped some of our (lesser) competitors break their quarterly sales targets already.

If you're up for a chat about this I'd be thrilled to find a time whenever is convenient for you.

Cheers!  
Josh

(P.S....the answer is....Canada!!!)

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