

FROM PROFILE TO FIRST EMAIL: THE SMYKM METHOD



BREAKOUT 1:

As a group, find three things about your chosen prospect that can be connection points on a personal level, on a professional level, and/or about their company from their LinkedIn profile and/or other social media.

Remember, nothing related to your value prop, just simply a human connection.

Choose one of the following profiles to work with based on difficulty:

Easy: Samantha McKenna,
CEO + Founder, #samsales



Medium: Brian Benfer
CRO, Clari/Salesloft



Hard: Your Buyer of Choice



TIPS:

- What have they recently posted about?
- Have they recently commented on a post?
- Past companies you share in common?
- Past experiences you share?
- Featured content?
- Gems in their "About" section that you relate to?
- Any company initiatives or materials posted by their company that this buyer would have been a part of?
- Any podcasts they've been on recently?
- A link to their biography on their company page that might reveal more personal connections?
- A regularly updated social media page?
- Company charity projects or other interesting topical news?

BREAKOUT 2:

Decide as a group which is the best connection point of the ones you've uncovered, and write your 3-4 connect-the-dots sentences.

TIP:

Look at your first sentence and how that will populate as preview text. Make sure it sounds human and not like AI or salesy.

EXAMPLE:

Hi, Paige!

I was thrilled to see that you have Heidi Jones coming up as a guest on your Who Runs the World webinar. I have been following her Who's Who podcast since she started at Acme. If you haven't had a chance to catch her interview with April Smith, it is a great listen!

Sentence one: Where did you find the information and what is the connection/SMYKM you are using?

Sentence two: What is your point of view / why did this catch your attention?

Sentences three-four: Why is this relevant or interesting to them?

BREAKOUT 3:

Now it's time to add a subject line. Work as a group to figure out what would be the most relatable subject line for your email.

AVOID:

- Words in all caps: "Written by a HUMAN"
- Excessive punctuation: "Fellow Swifty?!?!"
- Emoji overload: "🚀🚀 More Leads 🚀🚀"
- Money/urgency words: "free," "act now," "limited time"
- Currency symbols and percentages: "150% ROI on Average"
- Vague mystery-box lines: "Quick question," "Following up," "Touching base"
- Sales pitches in the subject: "Transform your sales pipeline!"

GOOD EXAMPLES:

Remember, the best subject lines are the ones that are so unique to the buyer that they can only be sent to that one person.

- Switzerland a LeDip Cheeseburger and [Your Company]
- Fellow Rush Fan / Exit the warrior / [Your Company]
- SUB: Expressions, Equations, and Algebraic Sales Dreams!

WANT TO GO DEEPER?

This worksheet covers the opening of Email 1, but there's a full cadence to build from here, including how to complete the rest of Email 1 with SMYKM incorporated into your value prop, how to nurture, and beyond.

Check out **Samantha McKenna's Cadence series on Salesloft** for a step-by-step guide on how to finish your email and build out your full SMYKM-powered cadence.



