

Stephen (00:00):

Hi, again. Welcome back. Let's start getting our hands dirty by digging into spear and specifically how to apply it. If you're like me, I was super curious when I first heard about spear and thought, okay, what does this mystical creature look like? <laugh> I mean, what does this email look like? So I'm going to show you, and then in the subsequent videos, we'll slice apart the structure of the email and explain the rationale in all of the different layers, if you will. At first I want to show you what it looks like at a high level just to kind of satisfy that curiosity. So this is what it looks like. What is the highlighted, just for context here, the highlights at the top, where it says, send date sender, reply to address distribution list, subject line, those are notes actually for my team. I'll walk you through the context of those notes, but those are instructions for my team at Predictive on how to distribute it. And when you can see that this one was actually sent out on November 19th, 2020. So this is the exact email I'm giving you the exact template that we have used. And it has been fantastic. Then what is in white, or I guess black text over white, the non highlighted text is the actual body of the email. Okay. So this is spear, and now there are a few layers to it, but even just reading it at this high level, you can see how it is a specific purpose expecting a result or expecting a reply, right? The promise is there, the result outcomes are there, the expectations there, and then the behavior of, we need you to do this in order to participate in this.

Stephen (01:52):

If this sounds like you then that, so we're going to break all of that stuff down. The first thing though that I want to share with you is who should be receiving this from you and when. Let's tackle that and then we'll move into more of the specifics. So who should receive this? I'm going to twist my iPad here, just so I can write at the correct angle. So who should receive this? This should, in my opinion, be sent to your full list. Now, if your list consists of vendors, strategic partners, people who would never have a need for your particular service, then of course I would not send it to them, but I would send it to your entire list of who you think are prospects, right? Your entire email list, people who have opted in for your content.

Stephen (02:43):

I would absolutely, without a doubt, send it to everyone. Even if you think that your list is dormant, I would send it to those people, right. Send it to the entire list. Okay. Now who should you exclude? I do believe that you should exclude your existing clients. So please make sure that your existing clients are tagged correctly within your CRM so that they're not receiving this sort of lead gen email from you because the context is not appropriate. Right. So now could you upsell existing clients into new programs, new scopes of work and, and so forth? Sure. Yes, absolutely. You could and should do that, but that's for you or your account services team or whoever is managing your client relationships to do, you should not be doing that through a spear email. Okay. So that's the second piece. Now you might also say, but Hey Stephen, what if somebody has responded, let's say, you're going, getting ready to send your spear email a second time or a third time or fourth time.

Stephen (03:55):

Should you include people who previously replied and maybe are still in the consideration stage or they replied, but for whatever reason, they kind of fell out of the process because, you know, they stopped through the pre-qualifying stages, uh and whatnot, because this really tees up like a sell by chat process. Or just you personally going back and forth and making sure that the right fit. So maybe they fell off for whatever reason, no longer became a priority for them. Should you include essentially previous replies or respondents to your spear email? Yes, you should. And here's why, because we've seen this play out

in our spear emails where it actually reinvigorates people who were already in the consideration stage where it is almost like a fear of missing out. It's like, oh, wait a minute. I'm being considered for this. Right. And then you can reply and say, yep, absolutely. We just have two additional openings that we're looking to fill, which is what you probably saw right here. Right. So we have two openings left, right? So it gives you a chance to reaffirm the scarcity of the offer and it helps them reinvigorate into the qualification process, right? So you do want to include – geez, my handwriting is terrible – include previous leads. Now, if somebody replies to you and says, Hey, you sent this to me before, there's no need to, and when I replied to you and then we had some back and forth, I don't think it's the right fit for me, so there's no need to keep me on this list. That's fine then tag them appropriately so that they don't receive it going forward. But more times than not, we've seen this reinvigorate, those conversations, which is cool. Okay. So now let's talk about the when. What we have tested and tested successfully here, as far as a cadence, like a repetition, a frequency is every three weeks we're sending spear. Okay. So every three weeks. So essentially two times a month, you are sending the spear email and then tagging appropriately based on feedback. So people are either receiving the offer multiple times or you're email multiple times or based on their feedback.

Stephen ([06:31](#)):

They're not okay. So I wanted to, in this first video, in this module, share with you one, to give you a visual, kind of a grounding of what the email looked like, and then what spear looked like, and then give you some construct or some framework I should say, not construct some framework around who should receive it and when, okay. So in the next videos, we're going to slice apart the spear email into its various components. So you can see how to knit that together then for your specific purpose so that you can take it and apply it. All right. Let's start, go into the next videos and get our hands dirty. I'll see you back there.