

How To Get People To Write Back

The thing to remember is that specificity and clarity gets response.

Imagine you are trying to do something that is vague and you have no idea where, what how to do. You aren't going to end up doing anything.

Communication, written or verbal has to have a starting point and a target destination (ending point).

So when you are looking to get a response from a prospect, include as much specificity as possible.

Make sure to include:

- Who you are
- Where you are writing from (location or company)
- Who you are trying to reach (Joe? Bob? David? Etc)
- Why you are writing
- Why is this communication important for the receiver

You can include other details like:

- Where you think the prospect is.
- Who you think the prospect is.
- What you think the prospect is doing.

The above three points can also be phrased as a question.

Important thing is to establish who you are, and who the receiver is that you are sending a message to (again, this includes several details like name, profession, location, affiliations, problems, goals etc).

A good way to get a conversation started with some one who you have formally been introduced to is:

“Hey David, where are you now?”

Alternatively a text message to get a dialogue going, using the technology in this document would look like this:

“Hey George! Long time no speak. What was it, 5 months or so? I believe you are still in UK, right? If my memory serves, you were/are in the insurance business? To catch up quickly, this is Adam from Sales Quota Setter Web Application. Reason why I am writing is because in the past you have been interested in getting your sales staffs a system that increases their accountability and thus their production, is that still relevant? If so, I wanted to have a talk with you for about 6 to 7 minutes on a proposal I got that can help you. Would tonight or tomorrow morning fit better for a quick call? Let me know, bests, Adam”