EMAIL 1 To Cold List Of 100 Prospects In An Industry

Subject: Strange Question?

Hi (NAME),

My name is (YOUR NAME) and I am currently doing research on making property management more fun, productive and profitable.

As a (JOB TITLE) what are the biggest problems you face on a day-to-day basis?

This is not spam and I am not going to try and sell you anything, I would just like to learn about the pain points you experience in your profession.

I would love to hear back from you, even if it is only one sentence!

Kind Regards,
(YOUR NAME)

(YOUR FULL NAME) (YOUR MOBILE NUMBER)
(YOUR LINKEDIN OR FACEBOOK LINK)
(YOUR EMAIL ADDRESS)

Email 2 To People Who Respond To First Email (Don't Bulk Email, Write Each One Personally).

Subject: RE: Strange Question (Just Reply To Their Message) Hi (NAME),
Thank you for getting back to me.
You sound very knowledgeable

in your industry.
Can I give you a call to ask you a few more questions?
Please reply back with a time and number that suits and I'll call you.

Thanks in advance.
(YOUR NAME)

(YOUR FULL NAME)

(YOUR MOBILE NUMBER)
(YOUR LINKEDIN OR FACEBOOK LINK) (YOUR EMAIL ADDRESS)

PHONE SCRIPT FOR CALL (Do Not Need To Follow Exactly – Just An Outline).

Hi (NAME) this is (YOUR NAME) calling, how are you?

Awesome. Hey thanks so much for your reply with the painful problems you're currently facing – that was very insightful.

I just want to ask a few more questions so I can get a better idea of what you do on a day-to-day basis and what's most painful for you.

ASK Any of these questions to get an idea of a problem. Once you have a problem keep probing and dig deeper. You don't need to ask every question.

● Can you walk me through a typical day for you?
● What's the most painful task you have day-to-day?
● What takes up most of your time?
● What are you currently doing that frustrates you?
● What tasks are you doing that you believe can be made easier or less tedious?

(You get the point.... You can make up your own questions here).