3 Ways to Improve Your Email Outreach!

By Jim Cranston on August 1, 2013

In discussing business development, I'm often asked, "how do I know if people are actually reading my emails?" To me, the more appropriate question is "how can I increase my chances of people actually reading my emails?"   Here are three surefire ways to increase your email viewership.

1. **Create curiosity in the subject line**: Instead of simply describing a topic, create curiosity by utilizing fear, mystery or potential benefits of reading the attached in the subject line. Newscasters have used this technique for years, and so can you.
2. **Quickly explain how the subject applies to your readers:** In the first sentence or two, explain how it applies to me, the reader. Be simple and straight forward early in the text.
3. **End with a call to action:** At the end of the email, tell me what you want me to do (now that I've read the entire email!). Explain how I can contact you, schedule a meeting, get further information or sign up for additional programs.