



ANDY  
ARTER'S  
EMAIL  
MAGIC

## ORIGINAL EMAIL



David,

Chances are the people that are not spending money with you are spending it with your competitors.

Every time that happens you are losing business to your competition.

We're looking for the companies with sales teams in your space that want to dominate and take over market share.

I know it's hard to trust emails and you may even think we are out to make a quick buck - but the reality is we are presenting a solution that has worked for over 5,000 Small, Medium, and Large businesses across 90 industries.

As a potential partner, I challenge you to hear me out on the solution.

Click the link below to schedule a brief call with me. After the call you will have the information, and you can let me know if you're in or if you're out.

[Click Here to Schedule Your 10 Minute Demo and for Free Access](#)

Let's do this!

Andy

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## NOTES

***Andy was sending GENERIC EMAILS that were really easy to ignore. This one hasn't named an industry, business size, or anything that suggests he has an offer suitable for this subscriber specifically.***

***This situation exists when you don't know anything about the person you're emailing. Andy asked the right question: "How do you target when you have tens of thousands and have no idea who is who?" How do you find out who is who? You ASK.***

20 Dec 2018

## STEP 1: TWO EMAILS FOR SEGMENTING

 Hey David,

I want to send you less email.

From now on, I only want to send you things that are absolutely relevant for your situation. To help me do this, could you please select your business size and industry from this list? Once you've done this, my first action will be to send you one of Grant's products free - one that's the best match for what you do - just click on your situation below, and you're in!

[Company Size: Solo Operator / 2-10 / 11-50 / 50-1000]

[Industry: A / B / C / D / E / ...]


Thanks David and I look forward to sending you something hand-picked for your situation.

Andy

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Hey David,

Grant has a lot of products, and it's not always clear where to start. The truth is -

 it depends. I'm in the process of putting together some industry-specific info to make it clear what you should learn FIRST to give you the biggest immediate impact on sales. What I need from you is to let me know what type of work you do, so I can give you personalised advice for your industry.

[Industry: Automotive / Solar / Recruitment / ...]

Andy

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### NOTES

***Your email software should be able to handle the segmentation, and put each subscriber into a new list or segment when they click on an option or submit the survey.***

***The info you're asking for is extremely valuable, so treat it that way and offer a reward.***

## STEP 2: PERSONALISED EMAILS

✉ Hi David,

We've been dropping the ball when it comes to sole operators like you.

We've developed the world's best sales training for organisations but realised around 40% of our audience are solopreneurs. What we've done is put something special together that's more focused, less time intensive, and at a price that's actually suitable for consultants, freelancers, and sales people looking to up-skill themselves from their own wallet.

Get all the details here: [Solo Hustler Program](#)

And get a FURTHER 50% off with the code TEAMANDY.

✉ Andy

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Hi David,

There are a lot of [[software/recruitment/solar/...](#)] providers in our audience and I have to apologize because until now I haven't had the right thing to offer you. Your industry has some specific needs like \_\_\_ and \_\_\_ and I've finally had a sit down with Grant and asked him how we can help you.

What he said was that rather than sell you a \$12,000 product, he knows that the [[Selling Basics/Closing/Cold Calling/...](#)] module alone will be a game-changer for you. So I've arranged for you to get this module as a stand-alone (all 47 training videos) for less than 10% of the price of the full Cardone University Program.

You can [get the module here](#) with the promo code ANDYSOLAR for the next 7 days. Let's start 2019 with a bang!

Andy

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## NOTES

***The apology is important. It shows you set a high standard for serving your audience, and the bigger the apology the more change they can expect from you in future. That means they are likely to pay very close attention to the next deal you bring to them.***

## ANDY ARTER: HERO TO THE PEOPLE

*When you sell poorly via email, it reflects on the quality of your sales training. The suggested changes allow you to sell on a level that's in line with the high quality of salesperson at Cardone Enterprises.*

*You'll be able to:*

- 1. Send personalised emails at scale*
- 2. Elevate your status with your audience (from salesperson, to their inside man at the Cardone organisation).*
- 3. Be a real person. Bringing regular news of what YOU have been working on for THEM at the GC offices.*

*Want to go further? Say you made a video of you walking into Grant's office to ask for a better deal for a part of your audience that's been overlooked, and walking out with a crazy new deal for them... THAT'S something I'd like to see in my inbox.*



**Dave Gillen**