**The 9 Word Email**

***9 Word Email Produces More Than 10 Clients***

You may not already be familiar with Dean Jackson, but in marketing circles he’s a legend.

There are hundreds if not thousands of the top sales and marketing experts in the world that count him as their mentor.

One of the things that Dean originated in the Real Estate market was something he called the ‘9 word email.’

It’s great for activating leads and turning them into engaged prospects.

Well, the other day my good friend and business partner Dave Gleason asked me for a strategy to get people who opted in for his local email list to take action and engage as a prospect.

So I wrote him this simple 9 word email adapted from Dean’s:

*Is [kids name(s)] still interested in improving his/her soccer performance?*

*Dave*

I told him to use their first name as the subject…nothing more. If he didn’t have a first name and only had an email address, I told him to use *‘Hey’* (fancy, right?)

Dave sent this out and within a few hours he checked that account and had dozens of people replied.

So why does this work? 3 reasons.

1. It’s short.

2. It’s personal.

3. It’s asks for a reply.

Put them together and you get a lot of engagement. It’s a lot like the emails you’d get from a friend.

So what do you do once you get flooded with replies?

Answer them.

Some people will say they aren’t interested. OK. Good to know.

Others will think you’re strange and tell you to stop messaging them. Great. They were never going to buy from you.

But quite a few will be interested…and you’re going to follow up with them, get them on the phone or to come in for a Success Session…and get them to become a client.

So take it and deploy it.

**Here’s The Blueprint**

Accuracy is of the utmost importance. Missing or having the wrong name in the email sends a horrible message to parent of the athlete. If it is accurate the email comes off as personal and gives us a better chance of helping the parent make a decision about having their kid become a member.

More often than not this will be tedious as it requires personalization beyond the scope of our email software.

1. Compose Email
2. Subject line: *Kid’s Full Name*
3. Email: *See below*
4. Signature: Dave
5. Hit Send

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**EXAMPLE:**

Subject: [Athlete Name]

Hey [Parent’s Name]

Is [kids name(s)] still interested in improving his/her soccer performance?

Dave

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**FOLLOW UP is the most important part of this campaign. The goal is to get them on the phone or in the door!**

**IF the response is:** *Yes he is! Or Yes! What do you have in mind?*

**Reply is:**

*Awesome! Let’s talk about the best way to do that. What is better for you on the phone or coming in with [kid’s name] to talk about the best option for him/her?*

**IF the response is:** *Yes she is! She loves soccer camp and will be there this summer!*

**Reply is:**

*That’s great and I can’t wait to see here this summer! While I have you, are you interested in helping her get ready for the spring season?*

IF the response is: *He is super busy with wrestling, swimming and basketball.*

**Reply is:**

*That’s awesome that Stevie is doing so great! I know kids are so busy these days! I’m just curious what Stevie is doing for his overall athletic development to help him succeed in all his sports.*

Do this and you’ll re-engage all those unconverted prospects, former clients, people who attended camp and anyone else who might be a prospect for your services.