

# Upward Spiral Challenge

MORE  
SALES | LESS  
TIME

Challenge Name: Improve Email Response Rates

## **1. RESEARCH:**

Find/read three articles or ebooks on what's working today re: email prospecting.

Here are some good resources to get you started:

How to Write Prospecting Emails that Get Replies

Email Sales Kit

Email Power Prospecting ebook

4 Data-Backed Techniques for Sending Better Prospecting Emails:

There's lots of great info out there, so keep researching. Also, take notes on what you're learning.

## **2. VARIABLES:**

Identify the different factors that can impact your email response rates.

## **3. EXPERIMENT:**

Decide which variable(s) you want to explore in your A/B test. After doing your research, it's highly likely that you'll want to change more than one thing. For example, you may want a better subject line, a shorter message and a different call to action. That's fine. Test it against what you're currently using to see if it performs better. Or, test it with one variable different between the messages.

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3. Experiment continued...

A.

B.

#### 4. ANALYZE:

After creating your test messages, start using them. Pay attention to where you're getting better results. See if you can draw any conclusions. When you're done with your initial test, do it again trying different variable.

## Create an Upward Spiral

Be curious. Research. Test. Get better.