

# STRUCTURE OF PERSONALIZED EMAIL

Hi Rex,

Read your book and love it! The way you simplified outbound sales is just genius. As Einstein said, if you can't explain it simply, you don't understand it well enough...

**INTRO**

In your recent post on LinkedIn, you recommend saying something specific about YOU or about ME to stand out in your next ad or cold email. A hack that I recommend is to use your customer's words to write an ad or cold email. It helps to maximize relevancy and ensure you only use words that resonate with prospects. It also saves hours on copy creation.

**BODY**

I would like to show you how this hack could help you and your team save hours on copy creation.

**CTA**

This should be the shortest line out of all four.

If you are not impressed, I promise I won't blow up your inbox with follow-ups.

**Push-pull  
technique**

Does this sound worth exploring?

## Instructions:


Use this worksheet to create your own personalized email.

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**INTRO**

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**BODY**

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**CTA**

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**Push-pull  
technique**

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Looking to increase your sales numbers?

We help SaaS and B2B companies achieve Faster & Predictable Revenue Growth using a scientific approach.

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