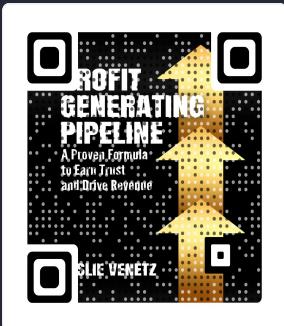


# Reducing Mental Load to Earn Buyer Attention

Buy the  
book



**Leslie Venetz**  
Founder, The  
Sales-Led GTM  
Agency



**LESLIE VENETZ**

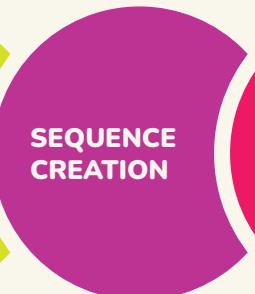
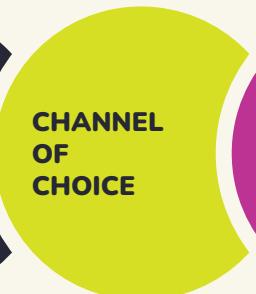
Founder, The Sales-Led GTM Agency  
4x Award-Winning VP of Sales  
USA Today Bestselling Author



# 9-Step Proven Formula to a Profit Generating Pipeline

Earn trust and drive revenue by building a durable pipeline system using this proven formula

You are here



It's harder  
than ever  
to capture  
attention  
in cold  
outreach

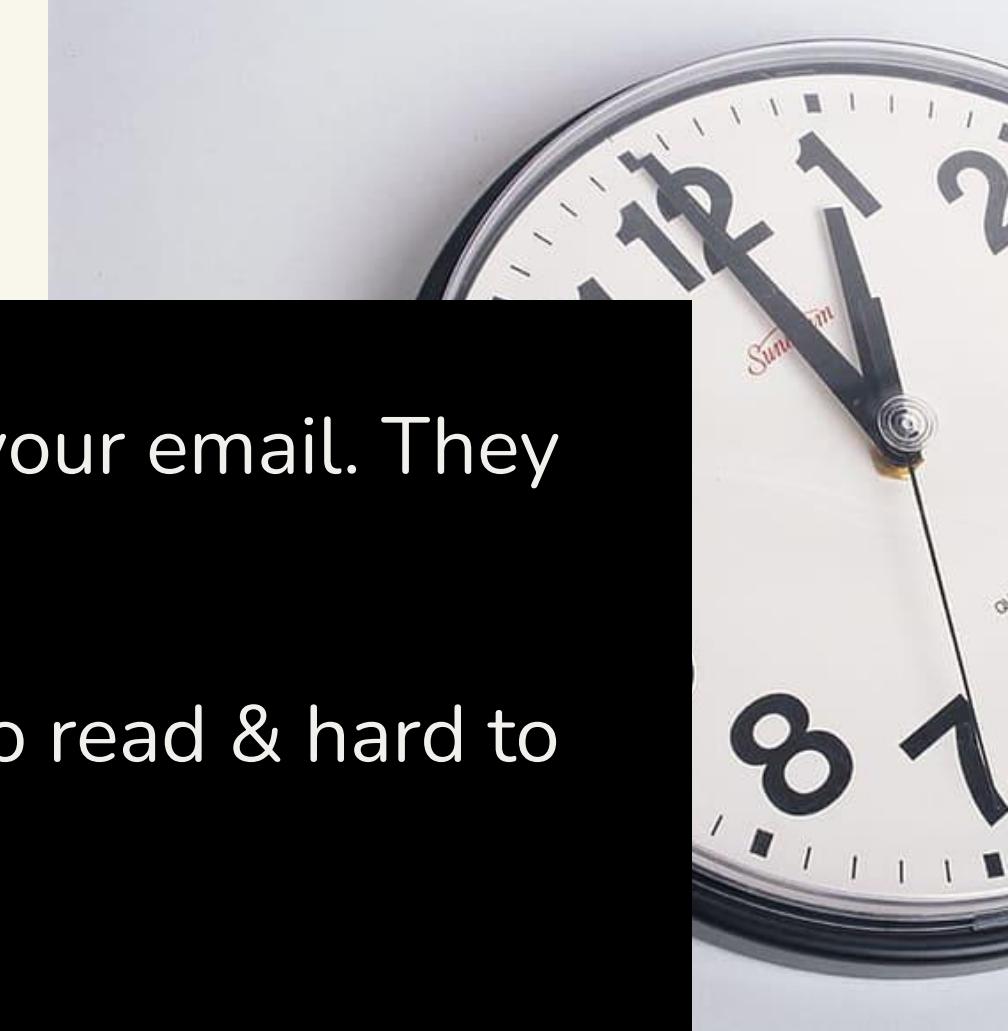


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# 3-9 seconds

Prospects do not read your email. They scan it for context.

Make your email easy to read & hard to delete.



# 3 Email Writing Tips

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GET MORE  
OPENS AND  
REPLIES  
WITH THE  
1,10,100  
RULE



# Clear, Concise Calls to Action (CTAs)

- What are you asking your prospect to do?
- How can you make it easy for them to take action?
- 1 CTA

# Optimize For Mobile

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- Preview text - 30 - 80 characters or approx 10 words including your subject line
- Have you said something that is worth seeing more of?

# Short, Simple Sentences

- Write at a 3rd to 8th grading reading level
- Use white space.
- Keep cold outreach emails under 100 words

Pivot from  
PRODUCT  
to PROBLEM  
in your  
messaging to  
earn attention



# Sales Copywriting Technique

Use Features, Advantages & Benefits to get to the reasons that matter to your prospects. HINT: It's not you, your product or your company!

**Good emails  
live here**

## FEATURES:

We have one-click data sync.

## ADVANTAGES:

It's fast & easy to get updated information.

## BENEFITS:

It eliminates mistakes that cost the average hospital 28k in fines each year.



# Earn The Right

Before pressing send , ask yourself -

*Have I earned the right to ask my  
prospect to read and action this email  
by making it about THEM?*

# Email Examples

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*“Multi-national FinTech firms without sub-tier supplier tracking lose 2-7% on their margins annually. That level of leakage erodes enterprise value.*

*How are you monitoring supplier margins?”*

# Email Examples

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*“Our platform has helped [lookalike company] save 17% in operational costs.*

*The result was a 2% uptick in EBITDA. Is now the right time for us to explore how you can achieve the same results?”*

# Email Examples

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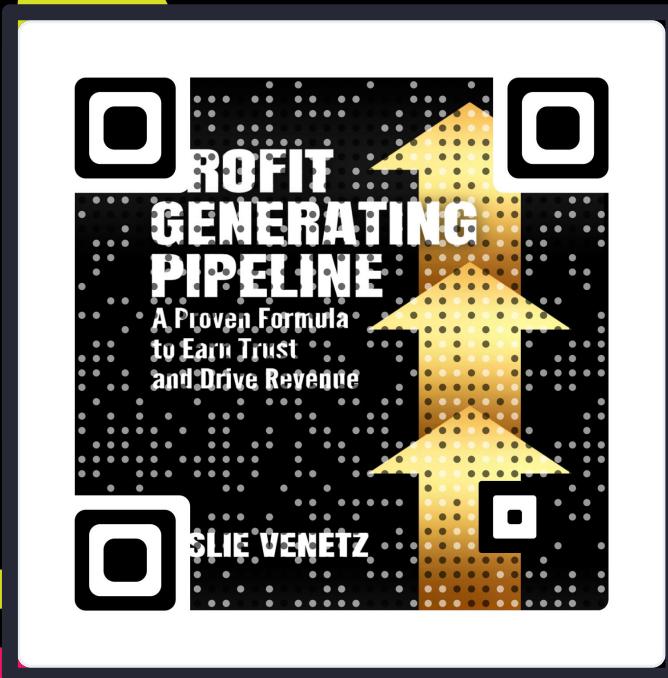
*Subject Line: Your Revenue*

*Hi [First Name],*

*Protecting your bottom line is important. You deserve to do it without spending extra hours working.*

*Our clients typically see revenue growth of at least 20% after working with us.*

*Are you open to learning how?*



Buy your copy of  
**Profit Generating  
Pipeline at**  
**SalesLedGTM.com/boo  
k**

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**Connect & keep learning:**

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**YouTube: @LeslieVenetz**



# What questions can I answer?