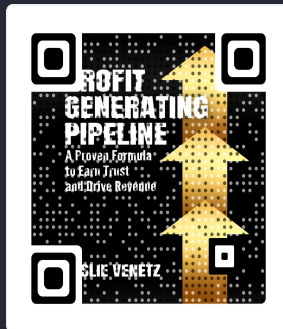


Reducing Mental Load to Earn Buyer Attention

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



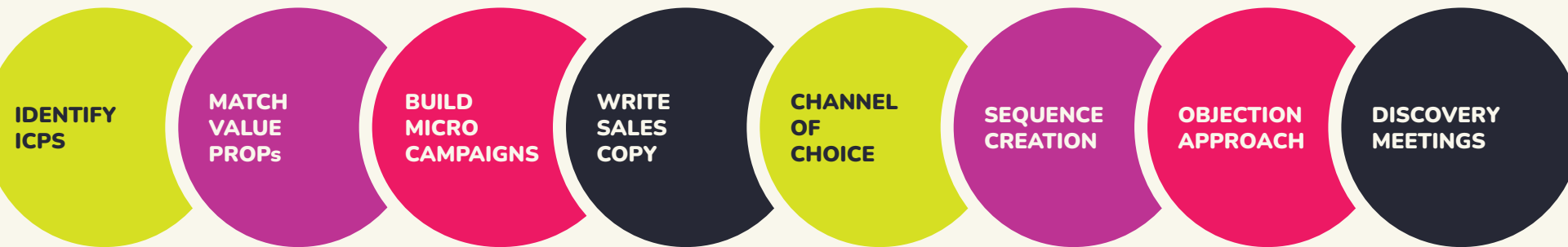
**THE SALES-LED
GTM AGENCY**

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)

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- 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

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- 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

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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

“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

“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

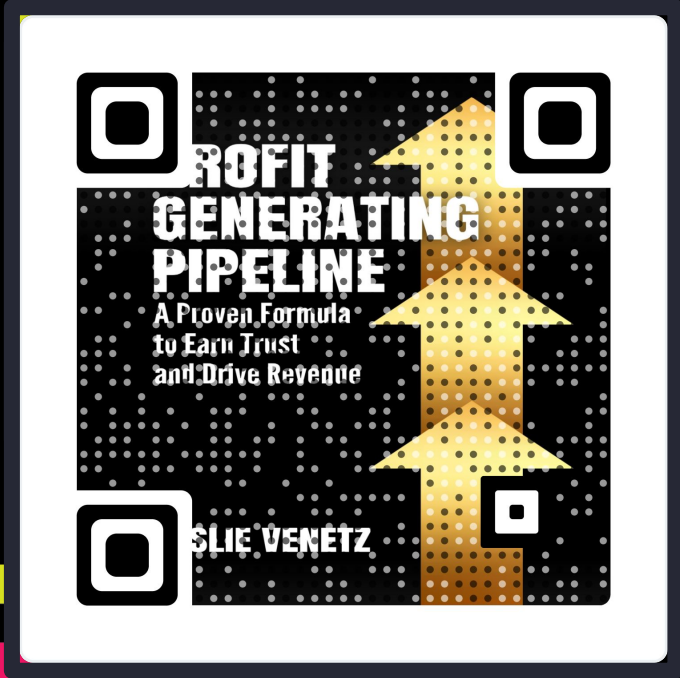
Subject Line: Your Revenue

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](https://SalesLedGTM.com/booking)**

Connect & keep learning:

**LinkedIn: Leslie Venetz
YouTube: @LeslieVenetz**



**What questions
can I answer?**

In the bottom-left corner of the overall image, there are stylized, overlapping magenta and yellow shapes that resemble the letters 'S' and 'E'.