

Cold e-mail example #1

- I wanted to use a personalized subject line. Something with their name, podcast/blog name, or a keyword (like SLP) that would get their attention. For example, I wouldn't want a subject line that says "I want to speak to your association"
- I believe you should always lead with a "you" statement and also find a way to highlight something unique that shows you are a real-life person who is genuinely interested in what they are doing.
- She is going to make a quick decision to read or delete and I wanted to build your credibility quick. My wife + CEU approved at ASHA hopefully accomplishes that.
- I wanted to showcase what's in it for her and/or her audience. I can't imagine how this topic wouldn't be fitting for an SLP audience.
- Lastly, I don't want to look desperate, hence the "no problem if this isn't a fit."

Subject: Resources for your Grow Your Private Practice Community

Hi Jena,

Your podcast has quickly become one of my favorite SLP resources. I especially enjoyed the episode on mythbusting about starting a private practice.

In addition to my wife (Lauren) being an SLP, I'm a financial advisor who specializes in helping SLP's plan for retirement. I actually gave CEU approved presentations last year at the AAPPSPA Conference and national ASHA Convention.

So, why this random email? Based on my previous speaking engagements, I've seen firsthand that SLPs & Private Practice Owners are yearning for education and information outside of traditional Speech Pathology topics at these conferences. **This has only been exacerbated since the COVID-19 crisis has started.** I'm certain that your members are asking questions like "How do I meet payroll with no revenue?" or "What resources are available to keep me afloat right now?" or "Where I can find lines of credit or cash to sustain my family and business?"

If you think this webinar would be a good fit for your community, let me know!

If not, no problem and I hope you and your family stay safe and healthy.

Cold e-mail example #2

- I wanted to use a personalized subject line. Something with their name, podcast/blog name, or a keyword (like SLP) that would get their attention. For example, I wouldn't want a subject line that says "I want to speak to your association"
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Subject: Why an SLP would become a 1099 contractor

Hi Deb,

Your podcast has quickly become one of my favorite SLP resources. I especially enjoyed the episode on stress management. As the spouse of a pediatric SLP, I've learned firsthand how important it is for my wife (Lauren) to get out those daily stressors. For her, it's a daily workout.

In addition to my wife being an SLP, I'm also a financial planner who specializes in helping SLP's plan for retirement. I actually gave a CEU approved presentation at the AAPPSPA Conference in May and I'll be presenting again at the ASHA Convention in a few weeks!

So, why this random email? My wife recently made the big move from W-2 employee to independent contractor. I helped navigate the financial implications and, together, we worked through the pros and cons to make a decision.

In the end, we identified 5 main reasons why this move made sense for our family. I'm curious if your listeners might benefit from hearing the 5 reasons that ultimately pushed us over the edge: **Flexibility, Hourly Wage Increase, Tax Benefits, Health Insurance/Group Benefits, and Retirement Accounts.**

If you think this conversation might be a good fit for your podcast, let us know!

If not, no problem and keep up the great work.

We look forward to stopping by your booth at ASHA and introducing ourselves.