

# The 5-sentence email pitch

How many emails and LinkedIn messages do you receive a day? How many are requests to do something? And **how many do you act on, or reply to?**

Not many, because you're busy, right?


It's the same for anyone **you** ever email or message with a request. At that moment, you're **pitching for attention and action.**

We can never respond to every request, and the difference between archive or response is related to length and clarity.

**Guy Kawasaki** told the story of having 600 emails in his inbox – all read, but all unanswered. He explained why he didn't answer.

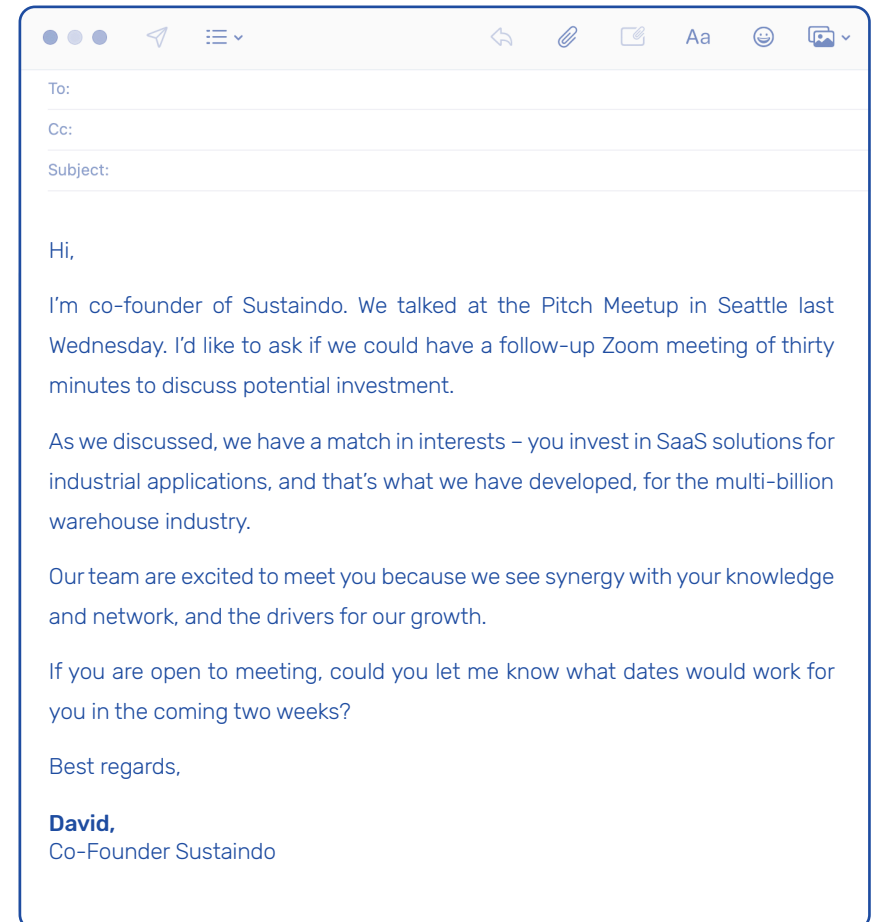
**The emails were too long. And it wasn't clear what he should do, or why he should do it.**

His formula for a successful first email is this;

- 
- 1 WHO ARE YOU?
  - 2 WHAT DO YOU WANT?
  - 3 WHY ARE YOU ASKING ME?
  - 4 WHY SHOULD I DO WHAT YOU'RE ASKING?
  - 5 WHAT IS THE NEXT STEP?

Sentences count: 5

**HERE'S AN EXAMPLE OF A STARTUP FOLLOWING UP WITH AN INVESTOR.**



Try this 5-point approach next time you send a cold message requesting action, when you're at the early stage of contact. **Brevity and clarity** will increase the chance of the receiver taking the next step.