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?

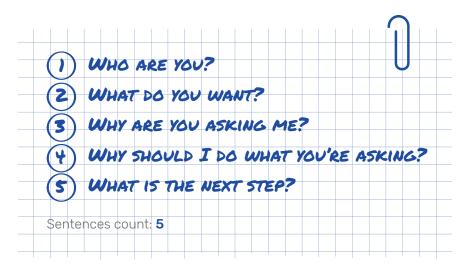
It's the same for anyone **you** ever email or message with a request. At that moment, you're **pitching for attention and action**.

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;



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

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То:							
Cc:							
Subject:							

Hi,

I'm co-founder of Sustaindo. We talked at the Pitch Meetup in Seattle last Wednesday. I'd like to ask if we could have a follow-up Zoom meeting of thirty minutes to discuss potential investment.

As we discussed, we have a match in interests – you invest in SaaS solutions for industrial applications, and that's what we have developed, for the multi-billion warehouse industry.

Our team are excited to meet you because we see synergy with your knowledge and network, and the drivers for our growth.

If you are open to meeting, could you let me know what dates would work for you in the coming two weeks?

Best regards,

David, Co-Founder Sustaindo

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.