TACTIC TOOLKIT

Anthony Natoli's 3 Step Email Nugget Framework

Anthony Natoli x 30 Minutes to President's Club

What's going on folks! It's Anthony Natoli crashing the 30MPC party.

The first 3 emails of your sequence are critical, yet most of them tend to miss the mark. We're going to change that for you.

Here's what we've got in store:

Section 1: Problem Statement Framework

The problem statement framework is the anchor of what makes a really good outbound strategy effective.

1 The personas you are targeting and what problems you solve for them

2 The negative consequences of not solving that problem

3 How you solve it

When you have these 3 things, you can formulate relevant and scalable cold call scripts and email messaging.

Section 2: Anthony Natoli's 3-Step Prospecting Sequence

1 **Email 1:** introduce the problem you are solving relevant to the persona and use a close-ended CTA like "is this in your radar at all?"

2 **Email 2:** bump that email with relevant context "Any thoughts on this considering/given/knowing [INSERT RELEVANT OBSERVATION]

3 **Email 3:** reply to the thread using social proof of how you have solved that problem.. IE a customer story

About Anthony Natoli

Anthony Natoli is in Enterprise sales at Lattice and the co-founder of The Revenue Lab, which hosts a **6-week live prospecting bootcamp**. With 25k followers on LinkedIn, his goal is to use his brand to impact and empower sales professionals each day.

If you like what you see...

Get more of Anthony by going to his website **Anthonynatoli.me** and subscribing to his free newsletter.

The Problem Statement Framework

A one stop shop to finally be able to scale your relevant messaging in cold calls and emails.

Persona	Problem Statement	Symptoms to those problems	Negative Consequences	How your company solves it

The Emails

Use these emails to win your next deal today!

First Touch Relevant Email	
One sentence for the reason you're reaching out, one for the problem, one for the solution and one for the low-friction CTA.	
Template	**Example**
Line 1: I saw this **[Insert relevant trigger from research]** **Line 2: We hear often** **[Problem related to that trigger]** **Line 3: Here's how we help** **[Insert how you help solve that problem related to that trigger]** **CTA: Worth learning more about?** **OR Is this on your radar at all?**	Hey {{first_name}}, people leaders like you are moving to a more continuous performance and feedback culture in 2023. Because of this, employee growth and retention are top of mind. We help our customers build flexible performance management programs, which enables ongoing feedback from managers and employees. Is this on your radar at all? Thanks, {{sender.first_name}}

Relevant Bump Email (reply)

A bump email that doesn't annoy your prospects.

Template	Example
Any thoughts on if [insert relevancy] is something you're focused on?	Any thoughts on if building a more continuous feedback and performance culture to help drive employee growth and retention is something you're focused on? Thanks, {{sender.first_name}}

Third Email (reply)

You've reached out twice... Now share an example for social proof

Template	Example
Line 1: Relevant problem statement **Line 2: Why that problem sucks** **Line 3: How someone has solved it with your solution** **CTA: Crazy to take a look?**	Hey {{first_name}}, clunky systems are the worst. When your employees engage with clunky systems, they're less likely to be pro-active about the activities that drive growth and performance. VP of People from Reddit shared how Lattice "supports each of us to focus on doing our best work and not be burdened with clunky systems that subscribe to outdated notions of performance management". Open to learning more? Thanks, {{sender.first_name}}

And that's a wrap folks!

Here's where you can get more of where that came from.

Those emails aren't gonna use themselves,
so go put 'em to work!

And if you liked where these came from,
check out more of my stuff at **anthonynatoli.me**

Cheers,
Anthony