



# The Formula

## E-I-E-I-O

### **Eyeballs**

Catch their attention up front and give them a compelling reason to keep reading.

Questions to get started:

- What's different about this [cover letter/email/outreach] than the 50 other in their pile?
- Why should they give YOU their attention?

### **I am..**

Briefly describe who you are and why you are reaching out.

Questions to get started:

- What's different or interesting about you?
- What is your name?
- Why are you reaching out?

### **Ease Fears**

Gain their trust by answering any objections they have to continue reading. A common objection is that you'll take up a lot of their time without any benefit to them.

Questions to get started:

- How are you going to make their lives easier not harder?
- How much time are you asking for?
- Why should they keep listening?
- How might you be seen as a liability/risk/annoyance? How can you mitigate that?

### **I can...**

Be crystal clear about how your relationship will benefit them, not just you. Give them a value statement.

- What can you do for them that others may not be able to?
- What special skills or insight do you have?
- What will they get out of doing what you ask (the next step)?

### **Offer**

This is also called the CTA, or Call To Action. Be very clear about what you want them to do next. Provide contact information if necessary. If asking for a call or meeting suggest some dates and times.

- What's the next steps?
- What are you offering to give?
- What do you want them to do?
- How do they do what you're asking?

