**ABM Email Writing Checklist**

Use this checklist when crafting outreach to ensure you hit all the right notes (and none of the wrong ones). Customize it for your needs. Use it in trainings, keep it by your desk – whatever helps ingrain the habit of writing emails that deliver genuine value over hollow polish.

**Writing the Email**

**1. Know your reader (do the homework)**

* What do they care about? What recent events or challenges might be on their mind?*Use LinkedIn, navigate to their website, their blogs, etc.*
* List 2-3 specific insights or hypotheses about their situation.

**2. Pass the peripheral vision test**

* Draft subject line and opening sentence that references the reader’s world.
* Uses company name and relevant keywords.
* If this showed up on your phone lock screen, would you open it or swipe it away?

**3. Why should they care?**

* State the problem or opportunity that matters to them in the first 1-2 lines of the email body.
* Does it help them save money, grow revenue, reduce hassle, or make them look good to their boss?

**4. Why you (be the trusted guide)**

* Briefly (1-2 lines) connect yourself/your solution to the problem.
* Is it humble and factual? Does it emphasize you’ve studied the issue deeply?
* Is there relevant social proof? i.e. (“helped similar org”).

**5. Engage, don’t preach (*optional vulnerability*)**

* Engage them with a question or request for insight/ validation i.e. (“We’re actually finalizing a report on this trend – would love your take on whether these findings reflect reality for you.”).

**6. Why now (call to action with context)**

* Draft a call to action that explains “why now” i.e. (“If this is timely, I’d be happy to share ideas while they’re fresh – up for a 15-minute chat next week?”).
* CTA incorporates “Why Now”
* CTA feels natural and low-pressure i.e. (“No rush on this, but if it’s worth discussing I can make time.”)

**Review   
7. Keep it short and skimmable**

* Email is brief — 2-3 short paragraphs or bullet points.
* Uses line breaks and bold a key phrase (sparingly).
* Does not use fluffy adjectives, spammy words or corporate speak.
* Ensure all words are relevant and provide value.

**8. Tone check – friendly and trustworthy**

* Read your email out loud before sending.
* Does it sound human, polite, respectful, but not stiff?
* Does it sound like a trusted advisor or colleague?

**9. Proofread for professionalism (AI check)**

* Check for typos and ensure the prospect and company name is correct. *Use AI or a tool like Grammarly.*

**10. Always Be learning**

* Save the email as a mini template for your playbook if you get a positive reply. If it bombed, analyze why. Did it trigger a defensive reaction? Was the “Why care” off target?