



What about Me?

Marketing Message Inadvertently Gone Wrong

I received the following message inside of LinkedIn from a recently “retired” local TV News personality. I don’t want to embarrass this person so I omitted their name from the communications below.

This will not take long to read

I added this because it would help a great deal if ALL members would understand the topic BEFORE their meeting.

You- A Critical, Objective, Third-party Observer

I believe it will help many of you looking at this as a critical and objective third-party observer of the exchange.

Many times when we are involved in such an exchange it never even occurs to us look at things from this (third-party) point of view. Keep in mind this was an unsolicited email. Here is how it went;

- November 12, 2015

Hi Anton! I hope this email finds you doing well! I'm reaching out to you because I'm starting my own business in partnership with (name removed to protect and not offend). I would love to meet with you for 30 minutes to show you what we do and how it can benefit your family and your business. There's no obligation, just 30 min of your time with the hopes of earning the right to work together. And I would greatly appreciate your feedback as I work to grow my business. Would you be willing to schedule a meeting with me. Kind regards...xxxxx xxxxx

9:25 PM

- Today- November 16, 2015

Thank you for the email. As the president and owner of The GoTo Network, I have members who are currently advisors with (name removed) as well as other major brands in the same profession.

They joined The GoTo Network because they understand the value of RELATIONSHIPS in business in general and more specifically in the world of financial advisors. While I am not personally in the market to replace my personal advisor, I do welcome the opportunity to discuss the possibility of assisting you in developing your own team within The GoTo Network community.

With your connections and background, I believe you would be a great team leader and benefit immensely from all the new relationships you can build within the organized and structured world of business networking. Please give me a call if you would like to learn more. Thank you again, Anton 239-250-3888



- 10:09 AM Today- November 16, 2015

- Hi Anton! It's great to hear from you. I understand that you already have an advisor, that's great! All of my good clients do. I'm not trying to change what you already have. I'd like the opportunity to show you why we are different and discuss LinkedIn common connections. Do mornings or afternoons work better for you? Look forward to a mutually beneficial relationship. Kind regards, xxxxx xxxx 239-xxx-xxxx

No Harm Intended- Disclaimer

Please understand that I believe this person is trying their very best to do the right thing and would never want to offend anyone with such an approach.

Most likely, they are doing what someone else told them to do. Or perhaps they don't know enough about the psychology of selling and human nature in general to understand what is wrong with this approach.

Again, I believe that most of you would know this person but I don't want to make the lesson personal in any way.

How I Perceived Each Email

Email One

It begins in a polite and innocuous fashion and then screams... 'WHAT ABOUT ME?', thus, the title of this GoTo U Topic.

The only proposed "benefit" to me is... "I would love to meet with you for 30 minutes to show you what we do and how it can benefit your family and your business."

To be brutally frank here... I'm not impressed and this created zero sense of curiosity or urgency for me to respond. In fact, if it had not been for the fact that this person has local minor celebrity status I would probably not have responded at all let alone written a topic about it.

Sadly, celebrity does have impact. It works on me to a certain level and many to a much greater degree. But that's a whole different topic unto itself!

Email Two- My Reply

I always try to remain professional. (doesn't always work ☺ but I do try) But in this case I think I did okay.



However, I treat any **unsolicited** email, phone call or other communication as if turnabout is completely fair game. So, I went into my pitch for The GoTo Network.

Please bear in mind that I still phrase the entire premise in my reply as to how The GoTo Network would truly benefit THEM! It was ALL about THEM!

Key Point- It's NEVER about YOU...It's ALWAYS about THEM!

Email Three

This is too rich not to go line by line. So, I have copy and pasted the response below and my annotations are in red:

- Hi Anton! (*fake excited and friendly greeting*) It's great to hear from you. (*fake sincerity*) I understand that you already have an advisor, that's great! (*fake acknowledgement of my reply and reason for my objection to the offer, if they even read my reply at all...this almost seems to be an automated reply. But because this is within the LinkedIn platform I think this was an honest reply but poorly crafted*) All of my good clients do. (*Agreement and back handed complement insinuating that I too could become a "Great Client if I play my cards right...If I qualify"*) I'm not trying to change what you already have. (*Oh yes you are and that is very clear*) I'd like the opportunity to show you why we are different and discuss LinkedIn common connections. (*This is not the reason you gave me in your first email...so which is it? But it does go to the REAL reason you would still like to meet even if I am not interested in being a client. While there is nothing wrong with getting together for this purpose, there is a much better more transparent way to accomplish this for MUTUAL benefit.*) Do mornings or afternoons work better for you? (*This is the old "assumptive close" and so trite that it probably offends 30% of the people who hear/see it in a sales situation*) Look forward to a mutually beneficial relationship. Kind regards, xxxxx xxxx
239-xxx-xxxx

Discussion:

I'm really looking forward to your input and this discussion. Have you received similar correspondence? Please bring it to your meeting as an example of what not to do when sending your message to others.

Do you have an email or copy you send out on a regular basis? Bring it with you and see how others perceive your message. You may have the best of intentions but may be communicating things you don't intend.

How COULD this approach be used successfully?