neon NOISE PODCAST

Episode 16: Using Cold Outreach Emails

00:00 Announcer: Welcome to the Neon Noise podcast, your home for learning ways to attract more traffic to your websites, generate more leads, convert more leads into customers, and build stronger relationships with your customers. And now, your hosts, Justin Johnson and Ken Franzen.

00:16 Justin Johnson: Hello everybody, and welcome to Episode 16 of the Neon Noise podcast, where we talk about topics that help you decode marketing and sales. Ken, how are you doing today?

00:27 Ken Franzen: I'm doing great Justin, how about yourself?

00:29 Justin Johnson: I'm doing fantastic, thank you for asking. A question for you man, do you ever get emails from superseowizard@gmail.com, telling you that he or she is going to get your company business website to the top of Google in three days for a one-time fee of $99?

00:56 Ken Franzen: All the time. And it's kinda interesting, you get these emails, and you're just like, "Junk, junk, junk." The fact that someone would... I'm not gonna say that we are the smartest people of everything that we do on the planet, but the fact that you would email a company like Neon Goldfish about getting us page one Google placement, proves to me one thing, and one thing only.

01:21 Justin Johnson: They didn't do any research, probably not.

01:25 Ken Franzen: And you do not have to do any research on that, and say, "You don't know who I am," but in the same sense, you have to know who you're sending, so that's just got spam written all over it.

01:35 Justin Johnson: They just didn't take any time to craft the message that is actually going to get your attention to potentially reach out to them.

01:45 Ken Franzen: Nope, not at all.

01:46 Justin Johnson: So, if you are in business or you're a business owner, you probably have received something along the lines of an email like this at some point, at least a lot of people that I talk to have. And I just thought of possibly putting together a discussion around cold email outreach, items that would be good ideas and good practices and stuff along those lines, as opposed to receiving or sending a message similar to this, would be a good conversation for today.

02:22 Ken Franzen: No, I love it, because we have to get more creative in the ways that we do our sales prospecting. I would think that, I know people will argue with me. I know my first boss from my first job out of college would argue with me on this, that cold calling is dead.

02:40 Justin Johnson: Cold calling is not dead.

02:42 Ken Franzen: Cold calling is not dead, but picking up a phone and dialing for dollars, is dying.

02:49 Justin Johnson: If you have a good campaign set up with doing some cold outreach, I'd disagree.

02:54 Ken Franzen: By itself, by itself. I see the angle that you're taking.

02:55 Justin Johnson: By itself, yes, I agree with you...

[overlapping conversation]

02:57 Ken Franzen: I'm stalking like just picking up that phone, and going from one number to the next, to the next, to the next.

03:04 Justin Johnson: Sure. I agree with you there.

03:06 Ken Franzen: Perfect. 'Cause the use of the phone, the phone's not a dead vehicle for sales by any means of the imagination. It's actually very powerful when used, much like marketing tactics when they're grouped together into a solution to have compounding effects. I agree with the phone being of good use, but what we're talking about is, alright, so how we get in front of someone that doesn't know who we are? How do we say, "There's a target prospect over there. I know that I can help them with the products or services that my business provides, but they have no idea who I am." So I could pick up the phone and do a cold call, or we could start off...

03:55 Justin Johnson: Do a little bit of research.

03:56 Ken Franzen: With a cold outreach email, or a cold email, and that's what you referenced we're gonna talk about today. So, let's start off with just defining what is a cold outreach email, or we're just gonna probably reference this as cold email?

04:10 Justin Johnson: Alright. So, a cold outreach email, the definition, it is an email sent to someone that you have no relationship with. This is someone that you've identified as a target prospect, or you're trying to connect with them to basically build rapport, get them to visit a landing page on your website, schedule a meeting. It's a digital version of picking up the phone and doing an old-fashioned cold call.

04:39 Ken Franzen: Exactly. And so, you look at this, and you say, "Okay, great. How is that different than spam?" You start to say, "Okay, you're emailing someone that doesn't know you, a message that they didn't ask to receive. Isn't that spam?" And so, I think that it's important that we identify maybe some of the differences between cold email and spam, so that we can discount the negativity that comes with the word "spam," and show how it differs and where its place is in the selling process.

05:22 Justin Johnson: Right. Well, I think that we talked about that a little bit initially. Your spam email is Super SEO Wizard guy, [laughter] that's what you are automatically tagging as spam. However, if somebody sent me a cold email, and I didn't know who that was... In fact, I had somebody do this not too long ago, and it was really effective, because they plugged in some information about our business in the subject line that I guarantee you, the only way that they know about that is if they did a little bit of research on us first.

06:04 Justin Johnson: So, it opened my eyes and it was... What was the message? It was from a content marketing company, a third party content marketing company, or something along those lines. But his outreach was, he referenced how we started Neon Goldfish, how we got our name? And he referenced something about the band and it instantly, it got my attention. So this guy could've taken that approach, or he could've taken an approach like the SEO Wizard guy, where I'm just gonna automatically mark that as spam, and you could tell that this guy actually took a little bit of time into looking into our company, and actually crafting a message that's going to get me to respond.

06:54 Ken Franzen: Yeah. So that message was targeted, obviously at you, 'cause no one else has that fricking story, man.

[chuckle]

07:00 Justin Johnson: No. Absolutely not.

07:02 Ken Franzen: It's an oddball story. And so the spam... So the counter... So cold outreach is a customized message that's targeted. They targeted us. They went and they researched, and they targeted us and found something in particular, and they created a message around us specifically, where the flip side of that, spam is the same message that's blasted out to lists that are thousands of people, and everyone's receiving the same message. They might have some "targeting" that they do with personalization tokens, such as inserting a first name. But there's no more research done outside of some top level demographics they might have used to build the search, like what industry or SIC codes that your business is in, maybe age group, maybe your geographical location, or the title of the position you hold at your company. That's all the consideration that was taken, and seowizard342@gmail.com likely bought a list, it was probably a crappy list at that, but we received the same message that everyone received. No customization, no... And so, the other component there is, I always look at to differentiate between spam or something legitimate, is the email address. Because if it's a free email address, like a Gmail account, I look at it and go...

08:42 Justin Johnson: [08:42] _____.

08:43 Ken Franzen: A lot of them are. And spammers use Gmail accounts, so that they don't get their domain name blacklisted. If I see something from an actual business, that I can do a search or plug...

08:58 Justin Johnson: You're more likely to open it up.

09:00 Ken Franzen: In that business, that domain name into an address bar and pull up a legitimate website, I'm like, "Okay, I can connect this person to a particular company. This seems a little bit more legitimate." I'm not doing all that on the fly, but it will help me validate. So let's say they do peak my interest with a referencing how we came up with the name "Neon Goldfish," but okay great. And they have something, I wanna double check and say, "Okay. Is this dude legit or not?" I would plug in the website address from the email. And if that checks out and things align, then I'm like, "Okay, I have a little bit more confidence in the legitimacy of him and what he's talking about." It doesn't necessarily mean that I'm hook, line, sinker sold on it.

09:48 Justin Johnson: No, but he did a good job getting your attention.

09:51 Ken Franzen: Exactly. Exactly. The other thing much like the example you made of where he mentioned, how we came up with our name, is the email message itself is more conversational in a cold email, whereas spam is typically more pitchy, more salesy, more talking to you in trying to get you to act now, and there's no value there. And then, the other thing that I like to think of when I'm trying to differentiate, creating one of these to not appear spam, you know how I'm trying to say that the cold email would be different is, do they include an address, a physical address? We have our address in our signature of every email we send out. But a spammer is not gonna put their address in the actual message. So you're looking at some of these things like, "Okay, great. How is cold email different than spam?" And you just look at it, it's personalized, it's come from a real person at a real company, it's conversational.

11:09 Justin Johnson: And there may be some value there.

11:10 Ken Franzen: Exactly. There might be some value there, absolutely. So, we say all this, and we defined what cold email is, and I guess pointed out some differences between a cold email and spam. So why would we want... Why use? Where does cold email come into play in our sales process, our sales efforts?

11:38 Justin Johnson: Sales efforts... I actually have a good example of this on something that we're actually trying to do right now. We've got an individual that we are trying to bring on the podcast. And we have crafted a personalized message that we are going to send out to him to get his attention. He doesn't know us. He may or may not wanna come on our show, but we've taken the time to actually put together an email and get his attention. He's into copywriting.

12:19 Ken Franzen: His name is Neville.

12:20 Justin Johnson: His name is Neville. We decided to put together an email. We actually hosted... We didn't host, we attended a SumoCon last August, and he was actually one of the main reasons that we decided to go to SumoCon. So, we put together this message, and we actually took a photo of him. And put a crown on him, put him in a king's outfit, and we're gonna send this email out to him with a picture of him on there. We want him to come on the Neon Noise podcast, because we know that he's the king of copywriting. And I've also got a photo of myself in there, just so I can reference back to the... We had a chat one morning and just so that he can put my face on it. And the photos actually of last weekend winning the Orlando Chili Cook-Off, and we're hoisting the trophy and whatnot. It's just a different message that is going to absolutely get his... I would hope that he's gonna open it and go, "Alright man, these guys are pretty cool, and maybe I'll go on the podcast."

13:36 Ken Franzen: Or, "they're idiots."

13:37 Justin Johnson: Or, "they're idiots," right?

13:38 Ken Franzen: Exactly.

13:39 Justin Johnson: But end of the day we're gonna get a response from him. And we're basically just telling him, "Respond back, and if you wanna do this, then awesome. Yes! Come on, I wanna to be a guest on your podcast, or if I'm not interested at all, then get lost." We're gonna find out if it's gonna work or not.

[laughter]

14:00 Justin Johnson: That's just a good example of we're taking time, and actually putting together a message that it should leave a mark on him, and he should at least respond, hopefully.

14:13 Ken Franzen: Exactly. No, that's spot-on. He's a well-known in the copywriting industry, even outside of that... Yeah, you're right, we went to SumoCon, which was a conference out in Austin, Texas this past August, and yeah, you mentioned, and he was one of the reason I wanted to go as well. I follow him, I get his emails. Pretty much anything he puts out there I listen to, because he...

14:42 Justin Johnson: He's the king of copywriting.

14:43 Ken Franzen: He has a great approach and he really brings a lot of value when we consider such a topic that has so much more importance these days than it ever did before, and that being a copy. And so yeah, he's obviously someone we wanna get on the Neon Noise podcast, as a guest. And we put in a lot of time, we've done research, and like Justin said, we've crafted out this message. We've tried to go the angle, I've tried mirroring or mimicking in our message some of the ways he presents his emails, and that he uses lots of images that are fun. So yeah, we thought what better image than Justin hoisting a trophy after a Chili Cook-Off competition he won?

15:39 Justin Johnson: Do you remember this guy?

[chuckle]

15:42 Ken Franzen: Just say, "Hey, I'm the one in the middle, remember me?" 'Cause anyone looking at it, is gonna be like, "What the hell is that?"

[laughter]

15:48 Ken Franzen: 'Cause you're wearing like a colonial wig or something crazy like that in there. It's a strange picture.

15:54 Justin Johnson: We were the Founding Fathers, so we were playing off of the President's Day stuff. And yes, I was dressed up as Benjamin Franklin.

16:05 Ken Franzen: I could totally tell you look like Ben. And so, the picture you mentioned, where we put a crown on his head, and that obviously we wanna connect with him. And we're gonna cover it step-by-step, the route you go, or the method you would go through in creating a cold email. But we asked him a very specific question, "Do you wanna be on our podcast?" And we say, if yes, respond with, "Hell yes," and if no, then respond with, "Get lost jerk face." Because, who would write that?

16:45 Justin Johnson: We're gonna get a response.

16:47 Ken Franzen: Yes, that's the entire thing, it's, "Let's go a little out there, let's have some fun." I think that this might get his attention, and that's really what we're looking at. And we'd love to have him on, that's the ultimate goal is to get him on this podcast, 'cause I think that he'd be a fantastic guest for everyone to hear. But all in all, outside of the conversation you had with him at SumoCon, Justin, we don't have a relationship with Neville at all. We've given him some money, but thousands of people give him money.

17:22 Justin Johnson: Sure, so how do we stand out, right?

17:23 Ken Franzen: Right. So first step in the process of creating this cold email, we did research. We knew our buyer persona in this instance, it was an individual, and we knew him decently well, because we've built a one-sided relationship with him over the course of, I don't know, last year plus, two years, where we consume his content, and watch his videos, and read his blog posts, and get the feel for who he is, how he talks, his tone. And so, that really was... We're talking about the buyer persona, you're getting down to a single individual. But in your stuff, when you're looking at someone you're targeting, know if the type of buyer persona that you have outlined, make sure they fit one of your buyer personas, 'cause obviously that's gonna be the target you go after. But, research them on the World Wide Web. Check them out on LinkedIn, on Twitter.

18:20 Justin Johnson: It's crazy how much info you can find on people.

18:23 Ken Franzen: Yeah, get a little "stalky."

18:25 Justin Johnson: Just a little bit of research. I mean, you're going into stalker mode, but...

18:29 Ken Franzen: Sure, sure. Exactly. But if you could learn a little bit about something, the person that emailed you, that referenced how he got our name, obviously went to our website and read our company history. So, they did a little... They stalked us a little bit.

18:44 Justin Johnson: They did some digging.

18:45 Ken Franzen: But it worked, got our attention. So, check them out, see if there's anything, if there's a blog post or if there's an article about a recent award they won, or maybe they, maybe they...

18:55 Justin Johnson: They won the chili fest, man. [chuckle]

18:56 Ken Franzen: They just won the chili cook-off. [laughter]

18:58 Justin Johnson: C'mon!

19:00 Ken Franzen: Sure. Or maybe they just got back from a conference and they blogged about it, and you could talk about, "Hey, you went to that conference and I was there too!" Or "Hey, a colleague of mine went, and they said they really enjoyed the speaker." Anything that you can connect that they're instantly going to be able to identify, that this isn't a spam, this is actually a person on the other line. The next step, you wanna

write your message like you're talking to someone on the phone or in a meeting. You wanna make it conversational.

19:28 Ken Franzen: You don't wanna get it so rigid and pitchy and professional that it is boring to read, you wanna have fun with it. You don't have to be as serious as you think. I'm not saying be unprofessional, but be conversational. Personalize the email too. I mean, take some of that information that you grabbed from the research, you plug it in there. Obviously, you wanna make sure that your email looks as custom crafted as possible. Now, when you go through this, you're gonna start to establish some general foundations in the emails you create.

20:13 Ken Franzen: And what I mean is, by default, if you don't start off by doing this, you'll eventually come up with one or two email templates, that you'll continually customize for each individual. But most of the foundation of that email, especially if it's the same intent, so in the case of Neville and the email we're sending to him to be a guest on our podcast, the majority of that email...

20:38 Justin Johnson: Could be used again.

20:40 Ken Franzen: Could be used again. But we would take the story maybe on how we met or how we connected. Obviously, customize that towards our new targeted prospect. And maybe the tone might change a touch, because I think that we're probably going a little bit...

21:00 Justin Johnson: I like "Get lost, jerk face." I think that's funny.

21:02 Ken Franzen: "Get lost, jerk face" is funny.

21:03 Justin Johnson: We're keeping that.

[laughter]

21:04 Ken Franzen: Sure. The images obviously would be different. But, the majority, the flow, the structure, the backbone, the blueprint, I guess is the term I'm searching for, will be consistent throughout. When you're writing your copy, don't get fluffy. Don't get fancy. Don't say more than you need to.

21:25 Justin Johnson: Keep it simple.

21:26 Ken Franzen: Keep it simple. Get to the point. Save the long, sophisticated overly-stuffy professional wordsmithing. [chuckle] This isn't a legal document. You're not going to impress someone by using six syllable words.

21:42 Justin Johnson: That is probably what's going to get deleted fastest.

[laughter]

21:47 Ken Franzen: Well, if it's challenging to read then you've already intruded... It's still an unsolicited message, so...

21:55 Justin Johnson: Correct.

21:56 Ken Franzen: Be simple, be direct. Make it simple to read. Get to the point. And then, quickly identify what is in it for them. Tell them what they're gonna receive from you. What is their benefit for taking whatever action it is that you're asking them to take. Another thing that you can include, that I think is huge, and I know you do this a lot, Justin, with the cold emails that you send out for Neon Goldfish, is you're a giver. You give them something.

22:30 Justin Johnson: Yeah. Give them some tips. Go out and find something that's going to be beneficial for them. And include that in the message. I can't even begin to tell you how many times that you get responses

when you actually give something of value to somebody. Point out something that, "Hey, if you change this, maybe your conversion rates go up." Or if you position something a little bit differently and just give them something of value, and you'd be surprised, how many times that, even if you're doing a follow up call or something along the lines after that, they absolutely remember that, "Oh yeah, you sent me over that information about, and I used that for my marketing department." It's helpful to give a give. Give a give.

23:18 Ken Franzen: Give the give. Give the give.

23:20 Justin Johnson: Give a tip.

23:22 Ken Franzen: Give a tip. And, you bring up an interesting point that I wanted to touch on. Because, you had mentioned that they recall you sending them the email message when you follow up via phone.

23:34 Justin Johnson: Yup. You may not hear back from them on that message that you're sending out. But, if you are following up to the information that you're sending them, they definitely remember that.

23:49 Ken Franzen: Okay, so you're saying that they likely won't reply to your email, but when you call, they're like, "Oh yeah, I remember you."

23:57 Justin Johnson: Correct. So, I would say that the majority of the time you're not going to receive a response to that information that you send them. However, if you are following up via phone that they definitely recall the information that you have sent them.

24:15 Ken Franzen: And I think that it's one of, if not the most impactful reasons, important reasons, that have the biggest impact for using cold email, is we reference earlier in the phone call, or in the conversation, that the phone call by itself is something that's dying. Now if you were... And just answer me this question. If you were to take and do that phone call without using that email, how would that work out for you?

24:47 Justin Johnson: It's definitely gonna be more difficult. I mean you don't have anything to reference. That's just it. Let's just say that you put together eight messages that you wanna send to this individual over the course of 30 days, or 60 days, or whatever the time frame is. And each time that you send that message, maybe you follow up the day, the next day, or that day, with a phone call, just to make sure that they received that information that you sent them. You actually have something that you can reference. So, you're not just calling this person over and over again, you actually can reference, "Hey, I sent you this material, did you have an opportunity to take a look at that?" And it just gives you something to open the conversation up with, as opposed to not having anything to go for.

25:40 Ken Franzen: No, exactly. It's like an icebreaker. If you take someone that's completely a cold prospect, they've never ever talked to you before, you send them an email, that is researched, it's got contents that clearly shows you've researched and you're trying to connect to them. It's conversational, it gives them something, it provides them a tip. When you make that call, there's a chance... I'll put it this way. You have a better chance of connecting with them and getting them to take your call if you've sent them that email, than if it was out of the blue. No ifs, ands, or buts. So the email...

26:19 Justin Johnson: A 100%. No question.

26:22 Ken Franzen: Just gives you that soft introduction, that ice breaker, whatever you wanna call it that warms up maybe that phone call. Because you've found that the phone's the way to actually connect with them, but the email is the...

26:37 Justin Johnson: They need to work together. No question. They have to work together.

26:41 Ken Franzen: Awesome. No, that's great. And I totally, just left fielded us there from our list.

[laughter]

26:49 Ken Franzen: But I didn't wanna miss that point. 'Cause I think it's an important point of where this fits in. And you brought up an awesome nugget of info there. We were talking about give them something and

the tips there that they... You said recall, when you give them a phone call. So, that's awesome. The other thing that we need to include back to the emails is in the message, actually ask them a question. Now you said you don't get a lot of replies from the emails that you send, but I think you have to ask them a question. You have the throw in some type of, "Hey... "

27:24 Justin Johnson: Sure. You'll get some. I'm not saying that you don't get any, but it's definitely a lower percentage.

27:31 Ken Franzen: Sure. But it's all part of the process. Again, much like the cold call via phone as an individual tactic. The cold email is a contribution to a sales process that's actually effective. So, the next item I have here is to include some type of opt-out. Whether it's in the form of a PS, and I say this, not to give them an easy out, but you wanna be courteous in the same sense. You're reaching out to them and you're blindsiding them, and you've done research. And we've even found this and among other things that we thought we had the right individual, but I think a real... Especially, first introduction before you've identified, if this in fact the right person at this company that you should be talking to, just include a, "Hey, if you're not the right person I should connect with on XYZ, could you please point me in the right direction?" Exactly it's an easy... And maybe that's your ask too, I don't know. I think you should have another question you ask, specifically besides that. But throw that in there. It's really, I think, a courteous statement and you can do all the research in the world, but you might be talking to Sally, and Bill's the one that handles this.

28:46 Justin Johnson: Yeah.

28:48 Ken Franzen: You don't wanna bark up Sally's tree if your gonna find out after four emails and three phone calls that you should be talking to Bill. Just ask right out of the gates. And that moves into the next. One email or two emails isn't gonna cut it.

29:04 Justin Johnson: Forget about it.

29:05 Ken Franzen: Yeah. You have to continue following up. There has to be... Set yourself up an actual schedule or process, or true, a fine methodology of, "This is how many times I'm going to send out an email and follow up with phone calls," or however. What's your recipe Justin, what is it that you like to do?

29:32 Justin Johnson: Number one, one or two is not gonna work. I can 1000% agree with that. You need to have minimum of I would say at least five. If you can do more, that's awesome. I like the number seven to eight. If you have seven to eight messages that you can craft, that you can personalize to that individual, that's a great number. And then, what I like to do with each one of the messages that I send out, I do follow ups on every one of those. So, if I can connect with somebody, touch somebody, between 15 and 20 times, I am more likely obviously to, number one, they're receiving eight, nine messages from me, emails from me, with information with tips, whatever it is that I'm sending them. And then, I'm following up with phone calls. They definitely know who I am. There's no question that if I eventually get them on the phone, I can reference any of the information that I've sent them, and they're absolutely gonna remember that.

30:45 Justin Johnson: And a lot of people, they decide to stop after your onesie, twosies, just like you said, they'll send out a couple messages and, "Well, God, I really haven't heard back from that person, so maybe I should move on." No, don't move on, keep going. Because eventually, you are going to get through to that person and even if the last outreach message that you send them is a, "Hey, I've sent you all this information," and just break up with them basically, tell them that you're not gonna send them anything anymore.

31:24 Justin Johnson: And you'd be surprised how many messages and responses you'd get from that, because they actually do find value in what you're sending them. And now, it's a scarcity point, where they're going, "All right, well he's not gonna send me any more information about... I find value in the information that they're sending me, so maybe I should connect with them at this point." So, that works, and just a lot of people, they give up too fast. Just keep following up.

31:52 Ken Franzen: Don't stop believing, right?

31:54 Justin Johnson: Yeah, absolutely.

31:56 Ken Franzen: That's just it. Frequency matters, getting that frequency, getting those [32:02] _____ in, you're gonna build a connection with them, even if it's that one-sided connection.

32:08 Justin Johnson: They're gonna know who you are. I can promise you that.

[laughter]

32:13 Ken Franzen: And what do you wanna do? You wanna connect with them. You wanna get them on the phone or get them to respond, and who knows when they might have a need? And if you continue to be that squeaky wheel, you're gonna be the one that might get the grease.

32:27 Justin Johnson: You got it.

32:28 Ken Franzen: The last thing to do is, just test your messages, and track your successes and your failures. Identify what your open rate is, how many people you're actually connecting with and getting on the phone, and how many people are saying, "Yes" to whatever your ask is. Track those numbers, refine your message. If you know the customized messages, your approach might change. So, if we find out that the "get lost, jerk face" thing isn't working so hot...

[laughter]

33:05 Justin Johnson: We're gonna change it up.

33:06 Ken Franzen: We're gonna change it up.

33:09 Justin Johnson: I think, I'll be honest with you, we're testing this now. So, obviously you guys are gonna know if we have Neville on in the future, relatively soon. I think that our open rate on these messages is going to be extremely high.

33:23 Ken Franzen: Yes.

33:25 Justin Johnson: I think it's gonna be very, very, very high, so I'm excited to see what those results look like here in the near future.

33:33 Ken Franzen: No, we still have to craft... I think we have to spend some time on a good subject line, I don't think we've really figured that out just yet, but the subject line's gonna be important to get that initial open. We will definitely keep everyone up to date on Project Neville, getting them on the Neon Noise podcast. And yeah, even if we swing and miss big time.

33:54 Justin Johnson: That's all right, it would have been a good try.

33:58 Ken Franzen: Well, I think what we just vocalized is if this first message doesn't work, we're gonna try again, right?

34:03 Justin Johnson: Yeah, we're not stopping there.

34:05 Ken Franzen: We are gonna try again, and try again.

34:06 Justin Johnson: We'll get his attention at some point.

34:09 Ken Franzen: We will, we will. He might even be listening to this right now.

[laughter]

34:13 Ken Franzen: And the light bulb goes off, and he'll be like, "All right guys, I'm gonna give you a call."

34:18 Justin Johnson: Love it, good stuff. Alright, well that was a little bit quicker than most of our podcasts, but that's a wrap for today on cold outreach emails. We wanna thank you guys for listening to our conversation today. Be sure to check out the show notes at neongoldfish.com/podcast. Thanks again for your support for the podcast, please leave us a review on iTunes, Google Play, or whatever platform it is that you guys are listening on, and tell anyone else that you might find our conversations about marketing and sales helpful, about the Neon Noise podcast. If you guys have any ideas for topics or guests, anything along those lines for the show, please send us a message through Twitter @neongoldfish, or through our website at neongoldfish.com. Have a good one today, and we'll see you guys again next week.

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