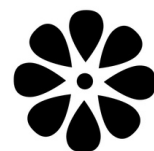


Engagement Through the Inbox

Cold Emails

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About Us

humanflare.com is a business development agency. We assist our clients in extending their brilliant products and services to new markets.

humanflare.com defines business development (*biz.DEV*) as a strategic discipline that centres on resolving the challenges and issues faced by clients. Problems can be both frustrating and often entail significant costs. We are aware that people will invest in us if we can spare them the vexation and financial implications of the issues they currently confront.

Passion without discipline is worth little.



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What makes us an ideal biz.DEV agency?

So let's talk first and foremost about who we are. humanflare.com thinks of itself as a performance-oriented *biz.DEV* agency with the intention of consistently delivering quality to its clients. Our expertise spans a broad spectrum of industries, bolstered by an innate passion for the discipline of *biz.DEV*, and complemented by a commitment to the English language.

While we function as a comprehensive *biz.DEV* agency, we lay the foundation of professional bonds by crafting cold-email scripts for our clients. This method is characterized by its gradual and cautious manner to acquaint our clients with our approach towards *biz.DEV*.

Our cold-email scripts serve as the optimal and cost-efficient way to offer our clients a glimpse into the brand of the *biz.DEV* we've cultivated at humanflare.com. Only once the client has expressed their confidence in our methodology do we gradually extend our array of additional *biz.DEV* services.

Moreover, this approach enables us to gain an understanding of the client's business, their *biz.DEV* endeavours, and the challenges they face, allowing us to provide targeted solutions, make informed decisions, and foster a personalized and trust-based partnership.

A guarantee of satisfaction is given on all our cold-email scripts. We follow the old traditional method of invoicing our customers at the conclusion of a 30-day period. You can avail of our services with the confidence that payment is not required in the event of dissatisfaction.



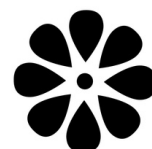
Our Foundational Approach to Crafting Cold-Email Scripts

**We use minimal words, craft short sentences,
yet deliver maximum value propositions.**

Our approach to cold-email scripts is guided by a distinct philosophy that emphasizes concise communication while maximizing the impact of value propositions. In adhering to this philosophy, we prioritize the use of minimal words, carefully selecting each term to convey the message effectively. This practice allows us to craft short sentences that encapsulate the essence of our client's strengths without overwhelming the recipient with unnecessary information.

By employing this approach, we harness the power of brevity to capture the recipient's attention swiftly and maintain their interest throughout the communication. This is achieved through the deliberate arrangement of compelling value propositions that succinctly outline the benefits and solutions. Our focus remains on delivering concise yet compelling content that resonates with the recipient's needs and concerns.

Our philosophy towards cold-email scripts revolves around striking a harmonious balance between brevity and impact. We recognize that in the realm of email outreach, every word counts, and our commitment to using minimal words and crafting short sentences enables us to effectively convey the value while respecting the recipient's time and attention.



The 3:20 Principle

Subject lines should be readable in under 3 seconds, while email content shouldn't exceed 20 seconds to read.

The 3:20 Principle is a key guideline that underscores the importance of optimizing the readability and efficiency of email communication. This principle encapsulates two key aspects: subject lines and email content, each with its respective time threshold.

Starting with subject lines, the 3-second benchmark emphasizes the rapid pace at which recipients sift through their inboxes. In this fleeting window of opportunity, the subject line's primary objective is to captivate attention and provide an immediate glimpse into the email's essence. By crafting subject lines that are concise and easily comprehensible within these brief 3 seconds, senders increase the likelihood of their emails being opened and engaged with.

The 20-second parameter emphasizes the limited attention span of recipients when scanning their emails. Within this time frame, the content of the email should be thoughtfully constructed to ensure that it can be absorbed and understood swiftly. This involves utilizing clear and concise language, organizing information in a logical manner, and prioritizing the delivery of key messages and value propositions. By adhering to this guideline, email senders can optimize the chances of their recipients comprehending and retaining the core message without feeling overwhelmed or disinterested.



Cold emails, in particular, demand a heightened level of conciseness and succinctness. When you're contacting someone through a cold email, it inherently implies their significance and value, as you are reaching out to them despite lacking a pre-existing relationship. It's essential to recognize that important individuals tend to have demanding schedules and are often occupied with various commitments. In this context, the imperative to keep your email succinct becomes even more pronounced.

By ensuring your cold email is brief and to the point, you not only respect the recipient's time but also increase the likelihood of your email being read and considered. The concise nature of the email demonstrates your understanding of their busy schedule and your ability to communicate effectively. Embracing the principles of the 3:20 Principle aligns with the notion of crafting cold emails that are impactful and respectful of the recipient's time constraints. By marrying the brevity of the subject line with the efficiency of the email content, you create a harmonious approach that enhances the effectiveness of your email outreach strategy, increasing the potential for meaningful engagement in today's fast-paced digital environment where screen time for each interaction is diminishing.

“Succinct” *adjective approving*

/səˈkɪŋkt/

something that is expressed in a concise and clear manner, using as few words as possible to convey the intended meaning. It implies brevity and effectiveness in communication without unnecessary elaboration or verbosity.



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To sum it up, authentic biz.DEV is the cornerstone of our identity. It embodies the essence of our passion, consistently steering all our initiatives. Our agility in navigating unlikely and challenging settings, even the most demanding spaces, sets us apart. We're positioned to push boundaries, even in sectors where the notion of significant progress was deemed implausible.

With us, you'll embark on a journey that's analogous to achieving the potential that your business truly deserves. Just as a clear vision is essential to our identity in the realm of *biz.DEV*, the concept of authenticity and excellence resonates in our approach to fostering growth. Much like how we pursue genuine *biz.DEV* our philosophy ensures that every strategy and effort we employ is designed to bring your business closer to its intended market and expansion goals. We don't settle for mediocrity - true success comes from consistent and unwavering dedication to our principles. We embrace the uncharted, where others might hesitate. Just as we've delivered on our promise in various industries, we're here to shatter preconceived notions in your sector. Whether it's the digital frontier, the market domain, or even the partnership arena - we're ready to redefine what's achievable in *biz.DEV*.

By selecting humanflare.com, you draw nearer to your core essence than any other option. Embrace the true essence of growth, innovation, and authentic success with us. Just as we embody authentic biz.DEV, we steadfastly support your pursuit of excellence through unparalleled strategies.



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