

Subject of email while sending resume

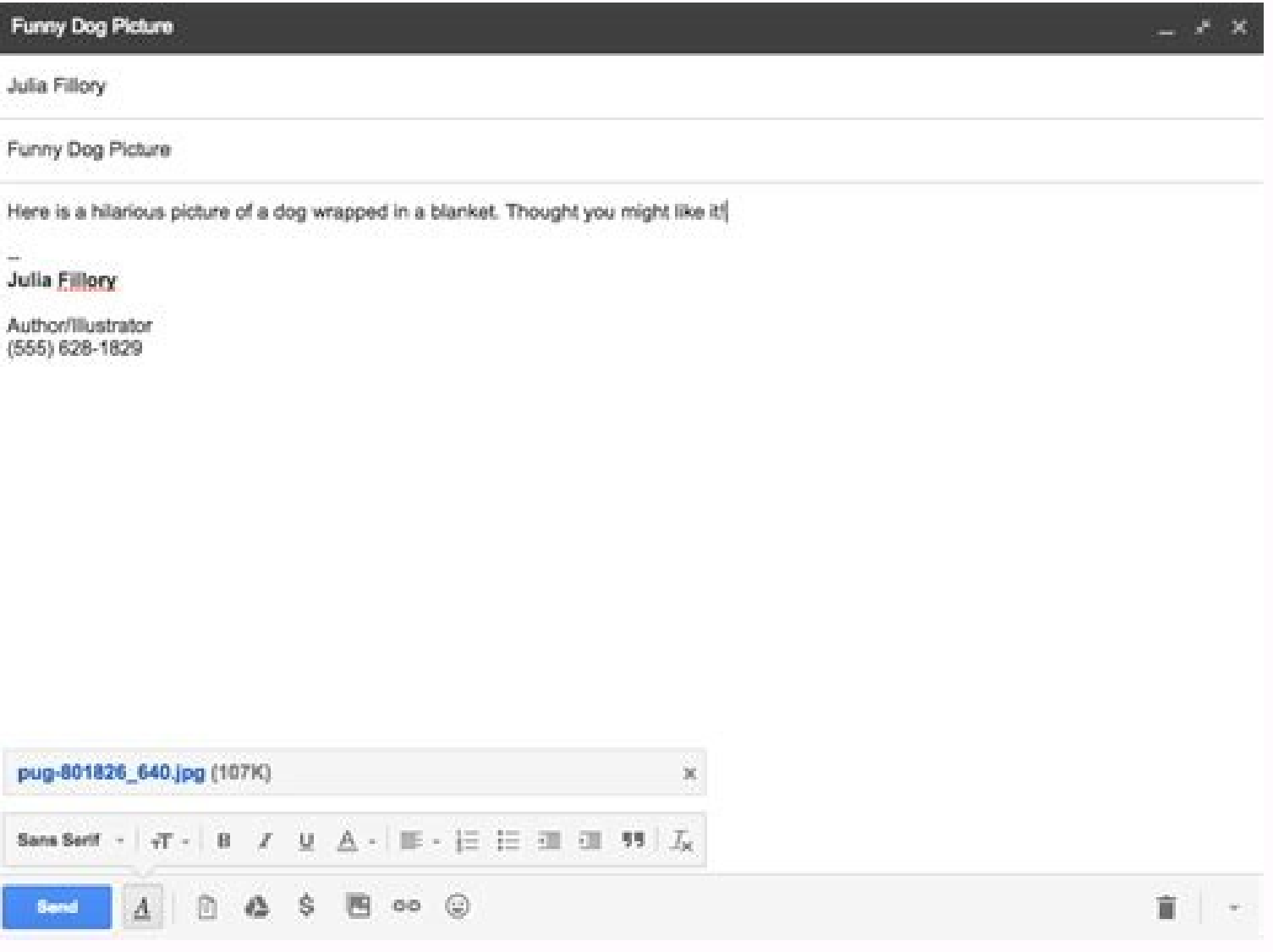
Continue

Unread message
 From: Jory Mackay <jory.mackay@gmail.com>
 Date: Wed, Oct 1, 2014 at 3:58 PM
 Subject: Editor at Crew
 To: jory@crewwire.com

Hi Crew team!
 Hope you're all doing well.
 I'd like to put myself forward for the position of Editor at your company.
 I could send my resume and a cover letter but I thought I'd rather put something together in a medium you're more familiar with (and definitely read!).
<https://medium.com/@jorymackay/how-i-would-like-to-write-6799d618>

What's missing in this article is a bit about what I do.
 For the past two years I was editor of a music technology magazine in London, UK. As an editor with a very small in-house staff I worked closely with a group of freelancers for the print magazine while also networking and reaching out to new writers and experts in the field to correct and write on the website.
 What the article also doesn't tell you is that during my time running the magazine (which covers the very niche market of high-end recording gear) we doubled our online traffic every six months and increased our social media followers (Facebook and Twitter) by 500%.
 I love what Crew does and since going freelance 3 months ago have seen the real need for a place that values quality of work over the bottom line.
 I'd love to come and chat more about the opportunity if you're interested.

Cheers,
 Jory Mackay
 014-493-2088
 @jorymackay



Dear [Hiring Manager's Name],

I am writing to apply for [the name of the position].

As a [your major success], with a proven record of [your measurable, quantified, relevant achievements], my goal is to leverage my skills and knowledge to help [the name of the employer] succeed with [the employer's specific plans].

I have attached my CV and a cover letter for your review. I hope to meet you in person to share my insights and ideas on [how you're going to help the prospective employer with their goals]. Thank you for your time.

Sincerely,
 [Your name]
 [Your job title]
 [LinkedIn profile]
 [email address]
 [phone number]

Attachments:
 FirstName-LastName-CV-XYZ.pdf
 FirstName-LastName-Cover-Letter-XYZ.pdf

Acknowledgement Letter From Employer

Company Name

Address
 City Name
 Postal Address

ATTN:

Name of the Recipient
 Address
 Country
 Subject:

Dear Mr/Ms.

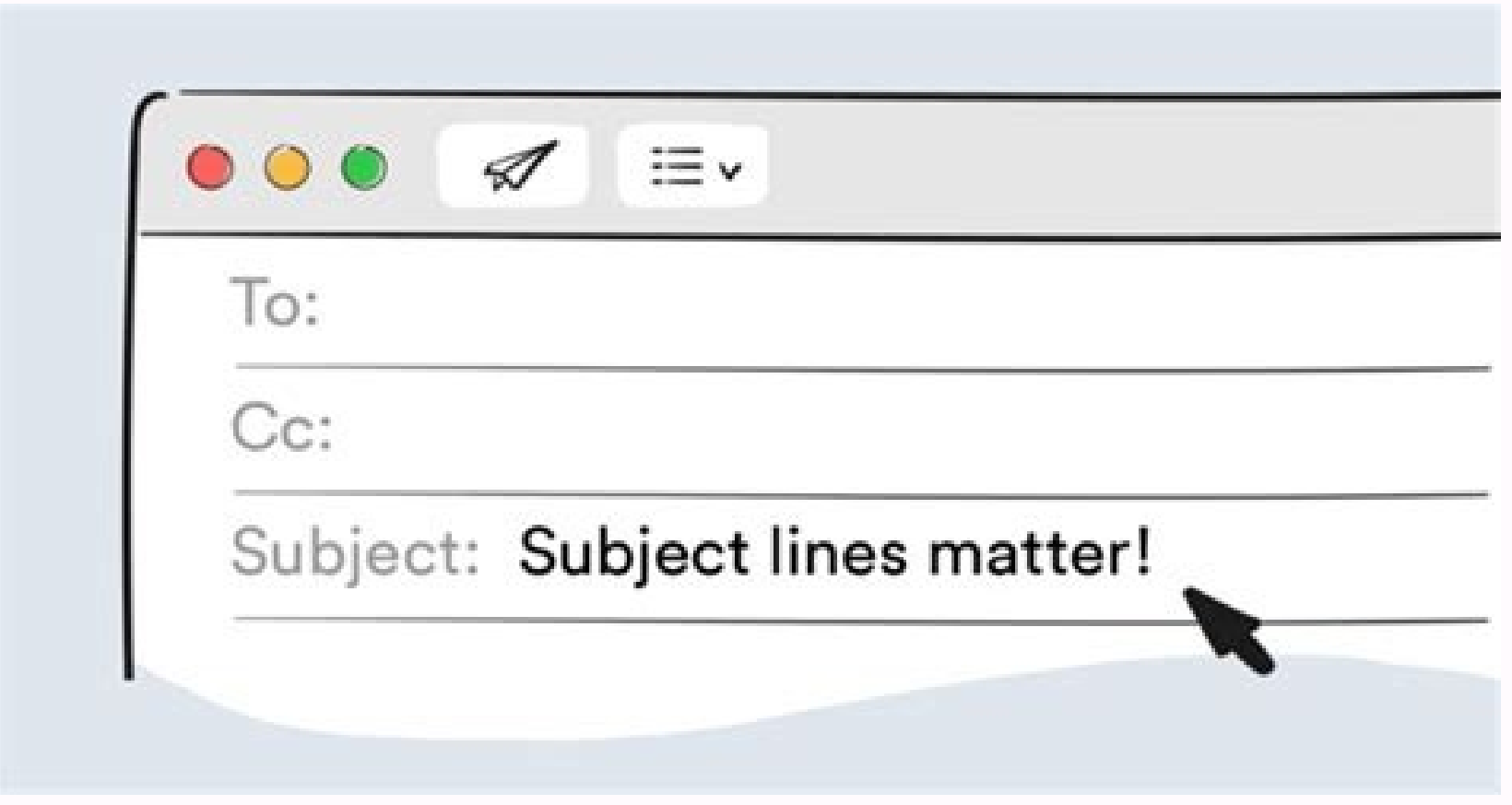
With this letter, we hereby acknowledge receipt of (offer/complaint/appeal/request for information) you have submitted on (date) to (name of the recipient or company).

Your letter has been forwarded to the respective department and they shall proceed immediately with inquiries in an effort to [offer/complaint/appeal/request for information] in accordance with your letter. You will be duly informed regarding progress of procedure.

Because of the complexity of the internal procedures you shall receive the written response to your (offer/complaint/appeal/request for information).

Thank You,

Yours Sincerely,
 Signature
 Name
 Designation
 Company Name



It is estimated that 269 billion emails are sent each day. That is a lot of email, and I bet you feel like you or your company are responsible for half of that. But how do you decide on when to send emails or more importantly, who to send your emails to and with what content? We know that email marketing is still important and is a crucial part of your inbound strategy. But the question here is: how do we send the right email to the right person at the right time? With new technology coming out every day, sending effective email can become a difficult task or at least seem like one. We know that email is still effective. While things have certainly changed with email, now almost 66% of emails are opened on a mobile device, which is driving more and more marketers to focus on optimizing email. But before you can focus on how to make an email look great on mobile, you must think about what framework you're using to create that email. There are three things that make email effective and drive how you send the right email to the right person at the right time. These three are: Versatility Personalization Lead Nurturing Let's dive into each of these! Versatility is key Email versatility is one main reason why it's still effective. When considering the inbound methodology, email is primarily used to close leads into customers, but it's also highly effective in continuing to delight your customers. The ability to fit email into multiple places along the buyer's journey, as well as grow your relationships with current customers, makes email one of the most successful tools you have inside of HubSpot. Here are just a few places that email can be used inside of HubSpot: Email marketing Workflows tool as an automated email Follow-up email from form submission There are plenty other places and even more when diving into how sales and marketing can use email together in the #growthstack. And the Oscar goes to personalization Personalized emails are so important that if there was an Academy Awards for the Inbound world, personalization would take the Oscar every year for most effective tool. When using personalization in your emails, you'll drive more interaction than any email sent without personalization. HubSpot found that the open rate for emails with a personalized message is 17.6% compared to only 11.4% of emails without personalization. Personalization does what most emails were unable to do before—make the reader feel special. Being addressed by your first name at the beginning of an email makes you feel like you're receiving an email from a friend, not a business hoping you will purchase their products or services. Take a look at this email below sent out by HubSpot Academy. This email is using the personalization token of "First Name" to target the receiver of the email and highlighting the certifications she received in the email body. And lastly, the primary function of email is to nurture your leads into customers. Nurturing is all about sending the right email to the right person at the right time. Lead nurturing does the heavy lifting While email versatility and personalization are both important pillars to this framework, lead nurturing allows you to time your email right. However, the first two are still key components that help with effective lead nurturing. The way I see it is: Email versatility + Personalization = Effective Lead Nurturing Nurturing is exactly what it sounds like—helping something grow. The best tip for lead nurturing with email is using targeted content, such as sending a follow-up offer related to a past download or notifying interested customers of an upcoming sale. Leads nurtured with targeted content produce an increase in sales opportunities of more than 20%. The who, what, when, and where So what is the who, what, when, and where of sending email? The Who: Your audience The What: Personalization The When/Where: Placement in the buyer's journey through targeted lead nurturing Keeping these three aspects in mind as you put together your email marketing strategy will help grow your inbound business and drive your success forward. Originally published Jul 5, 2017 1:00:00 PM, updated December 29 2017 If you ever need to send an email containing sensitive information, you can use independent private email services to do it, or learn how to do it in Gmail instead. Gmail comes with a special confidential mode that allows you to send emails that disappear after a certain amount of time. If you're a privacy-centric user, you'll also love this mode for how it makes it impossible for the recipient to forward, copy, print, or download the contents of your private email. Here's everything you need to know about Gmail's confidential mode and how to use it to send private emails in Gmail. What's Gmail's Confidential Mode? Gmail's confidential mode allows you to send confidential or private emails to other Gmail users, as well as people that use other email clients like Outlook, Yahoo, or iCloud. When you send an email in confidential mode, you can manually set an expiry date for it - the date when the email will disappear from the recipient's Gmail account. This is a feature that's handy if you're sending someone the "burn after reading" type of information and don't want it lying around inside their inbox. You can set your email to expire as soon as in 1 day or leave it for up to 5 years. Another advantage of using Gmail's confidential mode is the ability to set an SMS passcode required for reading your email. That means that no one can read the contents of your message without the text that contains the passcode required to open it. How to Use Confidential Mode in Gmail Using Gmail's confidential mode to send private emails is pretty easy. You can do it both on your desktop and your smartphone. To send private emails on your computer using confidential mode in Gmail, follow the steps below. Open Gmail and log into your account. In the upper-left corner of the screen, select Compose. At the bottom of the New Message window, find an option to Turn confidential mode on/off and select it. In the confidential mode window, set the expiry date and whether you want to require an SMS passcode for reading your email (this will add extra security). Select Save. If you choose to set a passcode, Gmail will also ask you to confirm your and recipient's phone numbers before sending your email. Enter your phone number and select Send to proceed. You can then continue composing your email and select Send when it's ready. How to Send Private Emails in Gmail Mobile App If you prefer sending your emails while on the move, you can use Gmail mobile app instead of your desktop to quickly compose and send a confidential email. To send a private email in Gmail mobile app, follow the steps below. Open the Gmail app on your smartphone and log into your account. At the bottom-right corner of your screen, select Compose. *compose email gmail app* Inside the Compose window, select More (the three horizontal dots in the upper-right corner of the screen). Select Confidential mode. In the confidential mode window, set the expiry date and whether you want to require an SMS passcode for reading your email (this will add extra security). Write up your email and select Send when it's finished. How to Open a Confidential Email Thanks to the confidential mode feature, you can send private emails not just to any Gmail user, but also to people who use different email providers. If you're using Gmail to open a confidential email, you can do it the same way you open your normal emails using your desktop or your smartphone. If the sender requested an SMS passcode, you'll receive a text message and will need to type the code in Gmail before you can open the email. If you use a different email provider, open the confidential email and follow the link inside it to request a passcode. You'll receive a text message and will then be required to enter the code to view the email's contents. Before You Send Any Sensitive Data Over Email It's generally not recommended to send any sensitive data over the internet as you can't be sure anything is 100% secure online. Even though Gmail's confidential mode prevents the receiver from forwarding or printing out your email, they can still take a picture or a screenshot of it and find ways to save and share it with other users later. To prevent your own data being used against you, learn how to encrypt all your online and offline data, as well as other ways to send secure encrypted emails for free. However, sometimes the best practice is to try and avoid sending any private or sensitive information over the internet. Have you ever sent an email containing private information before? Did you use Gmail's confidential mode or some other method to do it? Share your experience with email privacy in the comments section below. Note: Upon her indictment on federal money laundering charges and her arrest February 8, 2022, Inc. dismissed Heather Morgan as a contributing columnist. As is our practice, we do not unublish editorial content, and rather have added this note for full transparency. Every sales and marketing professional should be able to write an engaging follow-up email. 80% of deals need at least five touches before closing, so keeping the conversation alive is an indispensable skill. But too many follow-up emails are just lame. Trite phrases like 'just checking in' dominate. Is this really the kind of uninspired impression you want to give prospects? If you want a response, you must learn to write sales emails that actually matter to your reader. Don't treat follow-up emails as an afterthought or another task to check off your to-do list. Stand out from the crowd by using every contact as an opportunity to persuade. Here are six tips to take your follow-ups from "meh" to unforgettable: Your previous emails to a prospect may still be fresh in your mind, but you shouldn't assume that they're equally focused on the exchange, or that they've even seen your prior emails at all. Open your follow-up email with contextual information that reminds the recipient who you are and what you've previously discussed. Casually mention specific details about prior progress, to avoid redundancies and keep the conversation moving forward. For example: At the end of our call last week, we tentatively agreed to a 15% discount per unit on a much larger order. Many follow-up emails don't work because they are little more than thinly-disguised narcissistic sales pitches. Just like 'normal' marketing or sales emails, every follow-up needs an angle, a hook that makes it interesting to read. If you want your reader to engage with the conversation you're trying to have, it's on you to provide new interest and information every time you reach back out. Share a bit of useful content. Tell an entertaining story, or ask an intelligent question. Say you just came across new information that changes the situation, and reveal just enough to tease them, and prompt a response. There are hundreds of ways to add interest to a simple follow-up email, and zero excuses for sending one that has no juice. Avoid the temptation to ramble in your follow-up email. Be friendly, but get to the point quickly. These days everyone is suffering from email overload. If you can learn how to communicate effectively in relatively few words, your emails will be better for it. As a general rule, keep your follow-up emails to 3-5 short sentences or less. If the prospect responds, you can then write a more extensive reply. Whenever you write an email, you should have a particular goal in mind. Maybe you want to schedule a phone call with the prospect, or you want them to watch the video you've linked to. But whatever the desired action is, you need to explicitly ask the recipient to perform it. This is your Call to Action (CTA). Without direct instructions, it's unlikely that your target will take action before moving on to the next email in the inbox. Many people give up when they don't get a response. But this is a big mistake. Even if your first email doesn't get a response, the second email has a 21% chance of being read. Persistence pays off! So don't lose heart after a single unopened email. Try implementing a multiple email sequence for the best results. If you have an unresponsive prospect, don't just keep sending follow-up emails. Eventually, you'll want to send a "goodbye" email, also known as a breakup email. In this email, you will need to make it clear in both the subject line and body that this will be your last attempt to contact them. Why send a goodbye email? Well, they have great response rates, and it's basic psychology. When people think that this is their last chance to get something, they will become more interested. Take advantage of this by making the goodbye email part of your SOP. By following these best practices, you can write better follow-up emails that engage your contacts and win business. Did you like this article? Subscribe to my column by clicking the link below, and you'll never miss another post from me.

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