

Email Tips & Tricks

Keep the intro email short

Your job is to get a reply - not to explain the program. Three to four short paragraphs is the target. If you find yourself going into FICA mechanics, you've gone too far. The SPH team handles the depth.

Always attach the one-pager

The Program Overview one-pager gives your contact something tangible to hold before the call. It answers the basic "what is this" question visually and briefly, so the first call can go deeper faster. Attaching it is standard - don't skip it.

Follow up with a phone call

This is the single most consistent difference between partners who convert introductions and those who don't. Within 24 to 48 hours of sending, call your contact and say:

"Hey, just wanted to make sure you got that email. Worth 20 minutes with the Sanguine team?"

That's it. You don't need a pitch. You just need to show up twice.

Introduce your contact directly to the SPH team

Whenever you can, structure your email as a three-way introduction - your contact, and Mike or Jesse at Sanguine - in the same thread. This does two things: it removes scheduling friction (the SPH team can take it from there), and it creates accountability on all sides. A warm three-way intro is significantly more likely to result in a booked call than a "you should check these guys out" message.

Don't try to answer every question yourself

If your contact asks how it works, use the FAQ response templates. If they want more, that's a signal to get the SPH team on the phone - not a prompt to go deeper in email. Over-explaining is the most common mistake partners make and the fastest way to lose the thread.

Lead with your relationship, not the program

The reason your intro works is because your contact trusts you. Lead with that. You're not a salesperson for the program - you're a trusted connection who thought of them. That framing makes the ask easy and low-pressure.

The right ask is small

You're not asking them to enroll. You're asking for 20 minutes. Frame it that way every time.

