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One hope for kids

At least one-third of the sales emails I get start with a variation on: "I hope all is well." The line is so ubiquitous it's become meaningless. Both the recipient and the email writer know it's a nicety thrown in before the real point of the email. With buyers' attention spans at an all-time low, reps can't afford to waste a single line. If you're an abuser of "I hope all is well," or "Hope you are doing well," these different -- and better -- ways to say it. To that end, here's our list of alternatives that will make your email less vague, more personal, and -- hopefully -- endear yourself to the recipient enough to get a reply. 1. "I hope this email finds you well." If you're the formal type, this email opening is respectful and varied enough to distinguish your message from the deluge of other sales pitches in their inbox. If you're reaching out to a prospect for the first time and aren't certain of the right tone to strike, you can't go wrong with this opening line. 2. "I hope you're having an A+ [week, month]." Although this sentiment is basically the same as "I hope you're well," it's unexpected -- which makes it feel more authentic. 3. "I hope you're having a two-coffee (versus a four-coffee) day." Your prospect will definitely know what you're talking about. 4. "Anything exciting happening in [prospect name] land?" If you're reaching out to someone you know fairly well and/or works in a fairly informal industry, take this opener for a spin. 5. "What's the latest in your world?" A variation on #4. 6. "Are you excited for [upcoming event]?" Depending on how familiar you are with the buyer -- and how information they include on their social media -- you can either make this question personal or professional. For instance, if they just tweeted about Game of Thrones, you might write, "Are you excited for the next GoT episode? #WintersHere." If you learned via their website that their company is hosting a conference, you could ask, "Are you looking forward to INBOUND 2019?" 7. "I hope you enjoyed [industry event]." Connecting with the attendees of an event? Immediately establish your purpose so they know this isn't a cold email. 8. "I hope your iced coffee is as cold as your leads are hot." Use this humorous one with a marketer or salesperson. 9. "I just met you, and this is crazy. But here's my meetings link: [Meetings Link]. So call me maybe?" Show your personality and sense of humor with this musically-inspired call-to-action. 10. "I hope your spirits are high and your churn rates are low." This lighthearted opener works well for prospects selling subscription products. Adapt it to other audiences by switching "churn rates" with one of these options: Refund rate Marketing costs Customer Acquisition Cost (CAC) Cancellation rate Defects rate 11. "I hope everything's groovy at [company name]." Transform the "hope you're well" line by adding some customization and a '70s spin. 12. "How are you holding up in the [summer heat, winter cold, this weather]?" This line works with virtually everyone. Just remember to change it once per season. 13. "I request the highest of fives." Whether your prospect is a How I Met Your Mother fan or not, they'll smile at this cheery opening line. I recommend using it in congratulatory emails (and including this gif!). 14. "I hope your weekend was relaxing (and the transition into Monday wasn't too rough)." Appeal to your prospect's love for the weekend. 15. "I hope [Last Page Seen] was helpful." I love this opening line. Referring to the last page on your website that your prospect saw gives you credibility and opens up the door for a conversation about the content on that page. It's also easy to automate, since "Last Page Seen" is one of HubSpot's default contact properties. 16. "Great [blog post, LinkedIn comment, podcast episode, interview] -- I learned [fact]." A little flattery never hurts. If you want to start the relationship on a high note, find something notable your prospect recently produced, contributed to, or did and compliment them on it. 17. "Traveled anywhere fun lately?" When you're reconnecting with someone you haven't spoken to in a few months, try this question to kick things off again. 18. "How's life in [Office Location]?" To show you've put some effort into your message, try this question. If "Office Location" is one of the fields in your CRM, use a personalization token to automatically update the email with your prospect's city. 19. "I hope you've been getting better weather in [Office Location] than we've been getting in [rep's region]." A combination of #11 and #17. 20. "I hope the X project you mentioned [is off to a good start, is coming along well, is getting great results, was a success]." Prove you care about your prospect's work -- and pay attention when they talk -- by mentioning one of their ongoing initiatives. 21. "I'm reaching out because ..." It might feel strange at first to launch into your message with no preamble, but trust me: You won't seem rude. In fact, most prospects will appreciate your brevity. You can make this even more straightforward by simply stating your purpose. For example, rather than saying, "I'm reaching out to offer some advice on your homepage design," you might write, "Can I offer some advice on your homepage design?" The first line of your email can compel the recipient to keep reading -- or prompt them to move on. With these alternatives, the former is more likely. 22. "Watching any good shows?" Everyone's got that one show they're binging at the moment. Build instant rapport -- and maybe even find your next Netflix obsession --with this easy opener. 23. "I wanted to start by telling you how impressed I was with [insert recent interaction]." Did they make a great point in your pitch? Or maybe they wrangled a chatty colleague in your presentation? When your champion does something impressive, start your next email by telling them how much you admired their handling of the situation. 24. "Hope you're hanging in there. Sending good vibes your way!" When you know your prospect is facing a tough week, a big deadline, or a difficult task, make sure they know you're there for them. A note of encouragement (no strings attached) can go a long way in building a strong working relationship and giving you an edge over competitors. 25. "Is there anything worse than coming back from a long weekend?" There really isn't. Reach out to sluggish prospects after a long weekend or holiday with a reminder you're right there with them. Plus, your email will likely arrive before they've jumped into any large tasks, meaning your chances of receiving a timely response skyrocket. 26. "Any good plans for the weekend?" Conversational email openers like this are begging for a response. Sending this email on a Monday? Try a tongue-in-cheek approach by adding, "It's never too early to start planning, right?" Sending exciting emails is a great way to set yourself apart from competitors. Give your prospects something to look forward to responding to when you try these email openers. Next, read our list of "thank you in advance" alternatives. Originally published Nov 19, 2018 6:15:00 PM, updated June 10 2021 According to Greek mythology, the first woman on Earth, Pandora, was given a box that she was not to open under any circumstance. Too curious to resist, she opened it, and all of the evils of the world flew out: hate, pain, destructiveness, starvation. When Pandora saw what she had done, she closed the box before the last thing in there could escape. That last thing was hope.Hope is the belief that circumstances in the future will be better. It's not a wish that things will get better, but an actual belief, even when there may be no evidence that anything will change. Hope can encompass a wide variety of beliefs -- everything from a high school student hoping for an A in algebra to a cancer patient hoping for a cure.In some retellings of the story of Pandora, hope finally leaves the box and goes off to comfort the suffering. In other versions, hope remains in the box, and humankind is punished because of their disrespect to the gods. But if hope was in the box with all that malice in the first place, does that mean that it's evil? Many ancient Greeks thought fate was preordained, making hope a uselessly illusion. And Nietzsche agreed, claiming, "Hope is the worst of evils, for it prolongs the torment of man" [source: Time]. Hope is sometimes associated with denial; that cancer patient, for example, may have false hope if scientists are nowhere near finding a cure.Though hope has been decried as useless, there is something endearing about its endurance when times are bleak. In Emily Dickinson's "Hope is the Thing with Feathers," the poet writes about hope as a bird that continues to sing despite not knowing the words, despite being stuck in a storm, despite the worst of conditions. Dickinson writes that the singing bird kept others warm, without asking for anything in return.But if you were to look at hope through a biblical lens, you may find that hope makes demands after all. While hope provides joy, peace, protection and strength according to various scriptures, it also provides a way forward even when times are bleak. Barack Obama titled his first book "The Audacity of Hope," which is a phrase he heard in a sermon by Reverend Jeremiah Wright. Wright preached on a painting that featured a woman in rags and covered in wounds. Though her harp had only one string, she made music to praise God, and Wright said it was this act that was audacious. She could have just sat there, miserable, and wished for things to get better. Instead, when there seems to be no hope, making the choice to believe that there is indeed hope, and that there is indeed a better life ahead, is what God wants for us. Obama secularized Wright's message in his campaign, and urged voters to see that with different leadership, our own American dreams can be realized. And no matter the situation, a person can choose hope as a means of looking toward the future. Just as easily, however, hope can be left in Pandora's box.

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