



SEO THAT WORKS

FINDING ANYONE'S
EMAIL ADDRESS

Finding Anyone's Email Address

As you've already seen in this lesson, email outreach is a HUGE part of the SEO That Works System.

There's a simple reason for that:

It works.

But one of the most common questions STW students have is: "how do I find someone's email address?".

So I decided to create a worksheet that will help you find (almost) anyone's email with ease.

Let's do this!

1 The Facebook Email Trick

Wow is this little trick powerful as all heck.

Here's how it works:

You may not realize it, but everyone with a Facebook account (which is to say, everyone) also has a Facebook email address.

And when you send an email to someone's Facebook email address, it automatically forwards to their primary email address.

See how crazy powerful this is?

Here's how to do it:

Step #1: Search in Facebook for the person you want to get in touch with.

Step #2: Find their profile from the list.

Step #3: Grab the URL of their profile page. For example, let's say you wanted to get in touch with a blogger named Jane Richman. And her Facebook profile URL is:
<https://www.facebook.com/jane.richman.12>.

Step #4: Grab her Facebook email address.

To do that, just take the part of the URL after the facebook.com/ and put "@facebook.com" after it.

For example, Jane's Facebook email address is: jane.richman.12@facebook.com.

Step #5: Email that address.

And your message will go to the email address linked to her Facebook account (which is usually someone's #1 email address!).

As you can imagine, this gets really tedious really fast. So I recommend outsourcing it. Here's a script you can use to post a job on freelance sites like Elance.

I have a list of approximately X names/sites/Twitter profiles.

Your job is to email addresses of X names/sites/Twitter profiles by finding their Facebook profiles and creating emails out of their Facebook IDs.

(More details will be given to the winner)

The deliverable will be a google spreadsheet with correct emails. Please note that 10% of the profiles will be spot-checked by my in-house assistant to ensure accuracy.

Delivery deadline: 48-hours from project acceptance.

2 SellHack

An awesome tool for finding emails. Highly recommended.

3 BuzzStream

This is a handy email outreach tool. But it also has a great email finding feature as part of its "Buzzmarker" extension for Chrome.

Basically you click a button and BuzzStream searches the site for any email address.

This isn't my favorite approach because you'll get a lot of generic "info@" emails as opposed to the one person's email you actually want. But it's fast and does sometimes land you the right email.

4 ContentMarketer.io

Great tool for finding emails. Similar to Sellhack but uses a different approach to find emails. Oftentimes emails SellHack can't find will be found in ContentMarketer.io (and vice versa)

5 If All Else Fails...

There you have it, 4 techniques and tools for finding pretty much anyone's email. Pretty cool, right?

If all else fails, and you can't find the email you want, don't stress. Just send your outreach message to the site's contact form or a "info@" generic email.

It's ideal. But it can still work. Especially if you use my approach to emailing generic email addresses and contact forms.

With my approach you're not sending a generic message or asking they forward it to the right person (they won't). Instead, you're emailing the generic email as if it's directly to the person you want to get in touch with.

That way, the person who mans the "info@" emails knows EXACTLY who to forward it to. After all, that is their job.

For example, here's the script you'd send to a generic email if you were using Broken Link Building (a strategy I cover later in this module):

Subject: Joe: I found a broken link

Hi Joe,

I just wanted to let you know I found a broken link on your page: PAGE.

..."

When the person that runs the "info" email sees that message, they'll think: "I better send this to Joe right away."