

15



Cold email templates

that will get you leads

Woodpecker

FREE TEMPLATES



Cold emails & follow-ups that grow a start-up

15 Cold Email Templates that Will Get You Leads

Powered by
Woodpecker.co

Presenting a collection of insights from 15 articles on the best cold email practices including the templates that triggered impressive reply rates and brought new hot leads.

Our software allows B2B companies to automate the process of email outbound outreach. If you send personalized cold emails & follow-ups to get new clients for your start-up, this may save you even a few hours each day. [Find out more.](#)

This ebook has been prepared by Cathy Patalas. Each week, she shares most effective templates and best cold email practices backed-up by experience at blog.woodpecker.co

© 2023 Woodpecker.co Ltd.

It took a lot of time and effort to put this e-book together, so if you decide to share it or quote any content from it, please don't do this without giving us appropriate credit

Table of contents

What is the e-book and who is it for?.....	5
1. A Cold Email that Sells a Service	6
2. A “Non-Sales-y” Cold Email That Gets Responses	8
3. A Cold Email that Gets Customer Interviews	11
4. A Cold Email that Sets Up a Meeting With a Future Customer..	13
5. A Cold Email That Gets a Meeting with Noah Kagan	16
6. A Funny Cold Email that Makes Them Smile & Reply	19
7. A Cold Self-Conscious Email that Gets New Customer.....	21
8. A Cold Email that Got a Response in 30 Seconds	24
9. A Cold Email that has 57% Open Rate, 21% Response Rate and Brought 16 New Customers	27
10. A Cold Email that Got 1 B2B Startup Over 50 New Leads	29
11. A Brutally Short Cold Email that Provides You with a Long List of Fresh Leads.....	31
12. A Cold Email that Gets You Contacted with the Right Person..	33
13. A Cold Email that a Solo Bootstrapper Would Use to Get a New Lead	35
14. A Cold Email that Helped Land a Million Dollar Deal	37
15. A Non-Generic Follow-up Email That Gets Your Prospect Back in The Game	40
Two final tips to make it all work	42

What is the e-book and who is it for?

“Cold emails do not work” – if you ever heard that, you probably heard it from a person who doesn’t know how to write them. This report includes 15 examples of cold email templates and tips written by people who proved to themselves and the world that outbound emails work, if only you write them well. It also includes effects in numbers: open rates, response rates, successful meeting setups.

The report was composed to help you create your own cold email templates that will actually get replies, set up interviews, start new business relationships, and generate hot new leads.

This e-book is for you if:

- you have a great product or service but are not sure how to sell it right,
- you haven’t sent your first cold email yet, and don’t know how to start,
- you send cold emails that don’t work at all,
- you send cold emails that don’t work as well as you would like them to,
- you send cold emails that work quite well, but could always work even better.

1 A Cold Email that Sells a Service

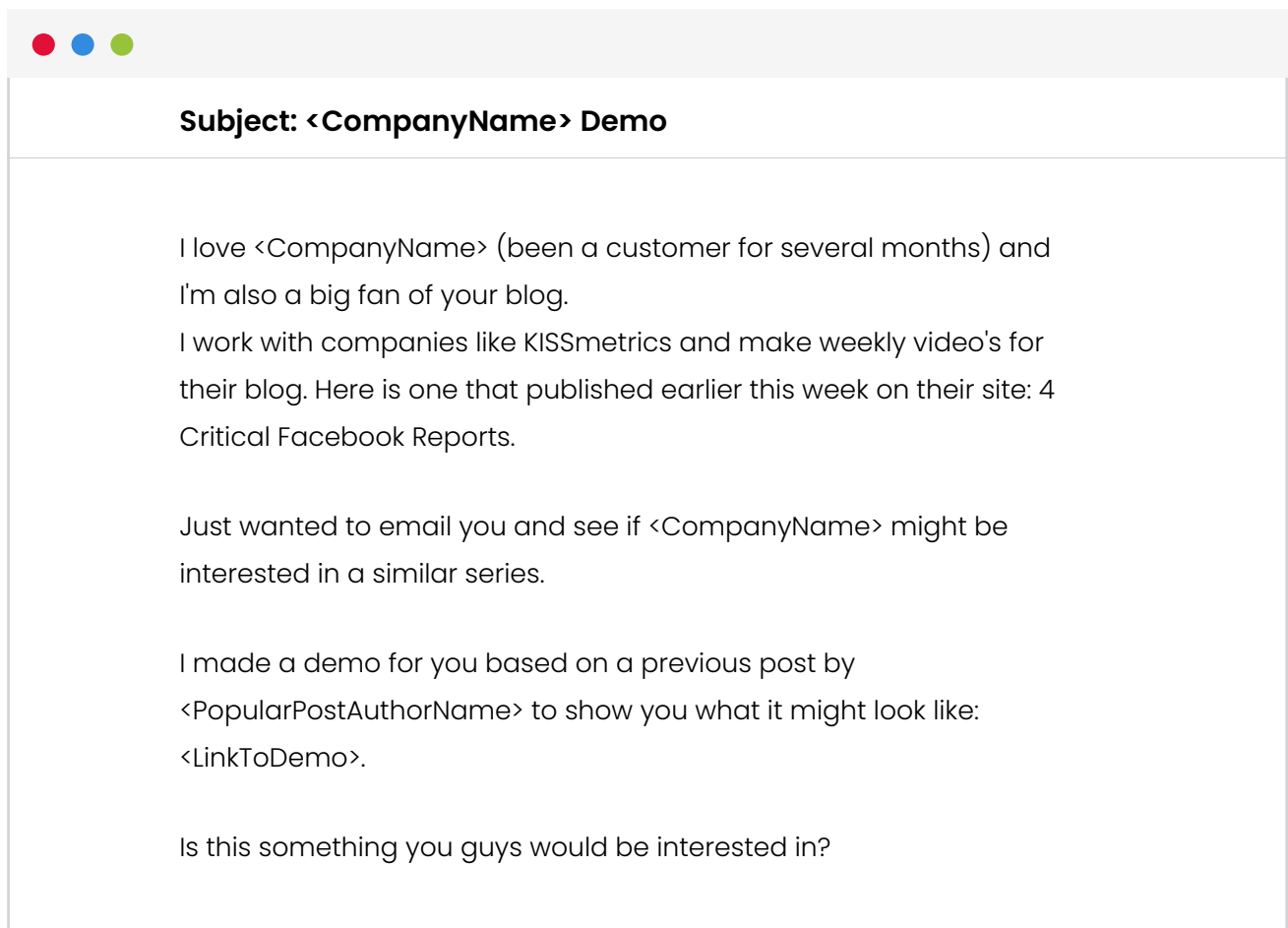
by Bryan Harris

#sellservice

#demo

#B2B

Bryan wants to sell a weekly video blog series to leader-in-their-field companies with at least \$5-10 million in yearly revenue.



Effects: 4/6 people have opened the email and half of them have clicked through to watch the video. What exactly in the email made them do that?

- A short subject including the name of their company that sounds intriguing.
- A little flattery and a real connection established at the beginning make them read along. "I'm your customer, love your work, love your blog" cannot be easily ignored by a company that truly cares about their customers.
- Demonstration of credibility – mentioning another company Bryan works with.

Other great stuff in this email:

- It is easy to read. Note how the short sentences and the pleasant graphic arrangement keep it simple.
- It clearly states its purpose and has a simple question at the end, which makes it easy to respond to.
- It includes a link to some valuable content relevant to the addressee.

What you could change in this email to make it fit your needs:

- Bryan has a few aces up his sleeve, but what can you do if you're not cooperating with KISSmetrics and are not a customer of the company that you are reaching to? Put some more focus on the company. Try to re-phrase the sentences so that there is more "you" and "your" than "I".

[Read more about how to write a cold email that works.](#)

2 A “Non-Sales-y” Cold Email That Gets Responses

by **Josh Braun** | joshbraun.com

#presales

#connect

#personalize

#B2B

Josh sends emails like this to the less responsive part of prospects to make a connection first, and probably sell later.



As Josh Braun points out, asking for an interview is much like asking for a date:

- Your prospect might get scared of you as you bombard them with value proposition emails and product pitches. So instead of selling right away, try the “teaching” approach – offer some helpful materials first to build a connection.
- Show them you care enough to do some research before reaching out to them.
- Focus on them – see how all the introductory paragraphs focus on “you” instead of “I”.

Other great stuff in this email:

- It acknowledges the addressee in the subject – people prefer reading about themselves to reading about you. Referring to them in the subject line immediately grasps their attention. A great personalization catch.
- It sounds intriguing and witty. And notice that no one tells jokes, just a few sparkling expressions relevant to the topic work perfect here.
- It offers a benefit right away instead of asking for something. It says: “I’ve got something you might be interested in. If you want to take a look, just let me know.”
- It’s casual – no requirements or commitments are involved. It does NOT try to sell.

What you could change in this email to make it fit your needs:

- Remember that it is crucial who you are writing to. You might want to keep your sentences shorter and be more

straightforward depending on the prospect whose attention you're trying to catch.

[Read more about Josh's approach to cold emailing.](#)

3 A Cold Email that Gets Customer Interviews

by Justin Wilcox | Customerdevlabs.com

#sellproduct

#personalize

#meeting

#interview

#B2B

Justin built software for electronic health record release and sent warm cold-emails asking for expert's advice in order to set up a meeting with a prospect.



Subject: Remote coding

Hi Sam,

I read your article on volunteering your professional skills in Guatemala – it was really inspiring. I'm looking to travel more and you've got me thinking about incorporating volunteering when I do!

I have a software company trying to improve remote medical record coding.

I'm not looking to sell anything, but since you have so much expertise with remote coding, I'd love to get your advice on our product so we don't build the wrong thing.

If you're available, I'd love to chat for just 20 minutes – Thur or Fri morning?

According to Justin Wilcox, there are 3 reasons why a cold email like this one set him up for interviews with a 50% success rate:

- It's short. Has no more than 5 concise sentences to overcome the tl;dr syndrome – to get a response, the message has to be read in the first place.
- It's personal. Mentions the addressee's blog, company site, tweets etc. to stand out from the omnipresent marketing buzz.
- It's valuable. Gives the addressee a clear idea of how we can help them and a clearly defined reason why their precious time is worth reaching back out to us.

Other great stuff in this email:

- When mentioning the blog post, the author points out that it has somehow influenced them. It's not generic "I saw your blog". Another way to show that he cares about the addressee and what they do.
- It directly states that the sender is "not looking to sell" but instead they're looking for professional advice. That takes the addressee from the position of a customer to a position of an expert – and who doesn't like that?
- Has a clear CTA (call to action) and gives a simple choice: Let's talk. Thu or Fri morning?

What you could change in this email to make it fit your needs:

- You could also use this one as an invitation for a free trial of your software – that would involve changing the CTA at the end.

[Read more about getting customer interviews with cold emails.](#)

4 A Cold Email that Sets Up a Meeting With a Future Customer

by Iris Shoor | startupmoon.com

#sellproduct

#meeting

#trial

#B2B

Iris tried intros vs. cold emails and discovered that the latter were much more effective when it comes to setting up meetings that eventually get new customers.



Subject: Server debugging in Scala at <CompanyName>

Hi <FirstName>

I'm a co-founder at Takipi, we're a startup developing a new technology to debug large scale production environments. We've decided to put our initial focus on Scala. 'Takipi for Scala' automatically detects and shows developers which variables values, threads and functions led to an exception or code latency in staging and production
- www.takipi.com/scala.html

When we designed Takipi we had companies like <BigCompanyName> in mind (yep, I'm sure we're not the first ones) - large scale 24/7 production and lots of data. We're in Beta these days and working with <SeveralOtherCompanyNames> and others.

I ran into some of your Play projects on Github and thought you might

be a good contact point at <CompanyName> and will find Takipi interesting.

I'll be visiting the Bay area this month (from the week of the 22nd) and will be very happy to meet up and see if you'd like to take Takipi for a test drive.

Thanks,

Iris Shoor has tested many versions of this email, and here's why this one works better (30-40% reply rate) than others:

- The subject line is very specific and straight to the point plus includes the company name.
- The first paragraph defines why and in what way exactly Takipi can help the addressee.
- It clearly states where Iris got the contact info of the addressee and why she chose him/her as a person to reach out to – note that she writes to a specific person, not a company.
- It tells the addressee exactly and straightforwardly, what Iris wants from them and why now.

Other great stuff in this email:

- It's sent by a co-founder, not a sales person. It helps to enhance the personal approach.
- It mentions the names of other companies Takipi is currently working with which serves as a social proof and increases credibility.

What you could change in this email to make it fit your needs:

- Use the language of the person you're reaching out to. Iris uses some terminology specific to the group of prospects she writes to. Unless you're 100% sure the reader will get exactly what you're trying to tell them, it's safer to avoid slang in a cold email.

[Read more about how to write a cold email that wins leads.](#)

5 A Cold Email That Gets a Meeting with Noah Kagan

by **Dave Daily** sent to and cited by **Noah Kagan** | *okdork.com*

#connect

#businessadvice

#meeting

#getmentor

#B2B

#personaliz

Noah gets a few emails a day from business owners who would like to meet him in person and ask some advice. He doesn't reply to each of them, but he did replied to this one.



Subject: How I lost your Sperry's.. and apt. And why you should meet with me.

I kept bidding them up.. to \$600. Then I stopped with 3 seconds left and the other person won. I didn't want the apartment. I was going to use it as an expensive excuse to get an App idea in front of you...and we wear the same size shoes. I have since bought a pair of Sperry's..er Sperries? Size 11 – they fit!

Why you should meet with me:

1. I'm the founder and CEO of Grav . I've been running this business for the past nine years. I started it when I was 24. I have 70 employees in Austin and operations in China. I love my business. It's profitable and I'm really good at it. However, I want to do more.

2. I'm Jewish – I hate playing that card, but.. what the fuck.
3. This App idea is disruptive. It's not in my wheelhouse (glass), but I know a good idea when I see one – I get about 3 presentations a week from stoners about their pipe ideas.
4. I have a wireframe ready so you can breeze through it quickly.
If you're interested, just reply and I'll send it along
5. The factory is really close to downtown – on St. Elmo just south of Ben White.
6. Even if you hate me and my idea, you'll love the **** factory – it's insane.

This Wednesday 4/17 at 10am (or earlier) would be a great time to come by (I know it's short notice, but what if this is the best idea you've ever heard and I'm the coolest guy you've ever met?)

Feel free to bring anyone from Appsumo. I'm a huge fan.

Thanks for your time!

Best,

Noah Kagan pinpoints the exact elements of the email which made him meet with David:

- David points out already in the subject that he was ready to pay \$600 to meet Noah. That makes Noah feel flattered and makes him sure that this guy really cares about the meeting.
- David lists 6 reasons that are relevant to Noah to show that he did some research before writing this email and to show that he cares about Noah's time.
- David gives a specific date and time that would be suitable for

him to meet. This way it's easy for Noah to decide if he's going to come or not.

Other great stuff in this email:

- It starts with a kind of a story (a story that features the addressee himself as one of the characters, mind you), which drags the addressee in to keep reading.
- It is light and witty, which shows that the person who wrote it might be fun to meet with. If the email makes you feel like you could actually like the person who sent it, it's obviously easier for you to say "yes" to the invitation for a live meeting.

What you could change in this email to make it fit your needs:

- The more specific call-to-action the better. Noah points out that it would be even better if David gave him an idea of how much time he would need for the meeting. If the addressee knows exactly what to expect from you, they would be more open to talk.

[Read more how to write great cold email that gets a meeting.](#)

6 A Funny Cold Email that Makes Them Smile & Reply

by **Bernie Reeder** | yesware.com

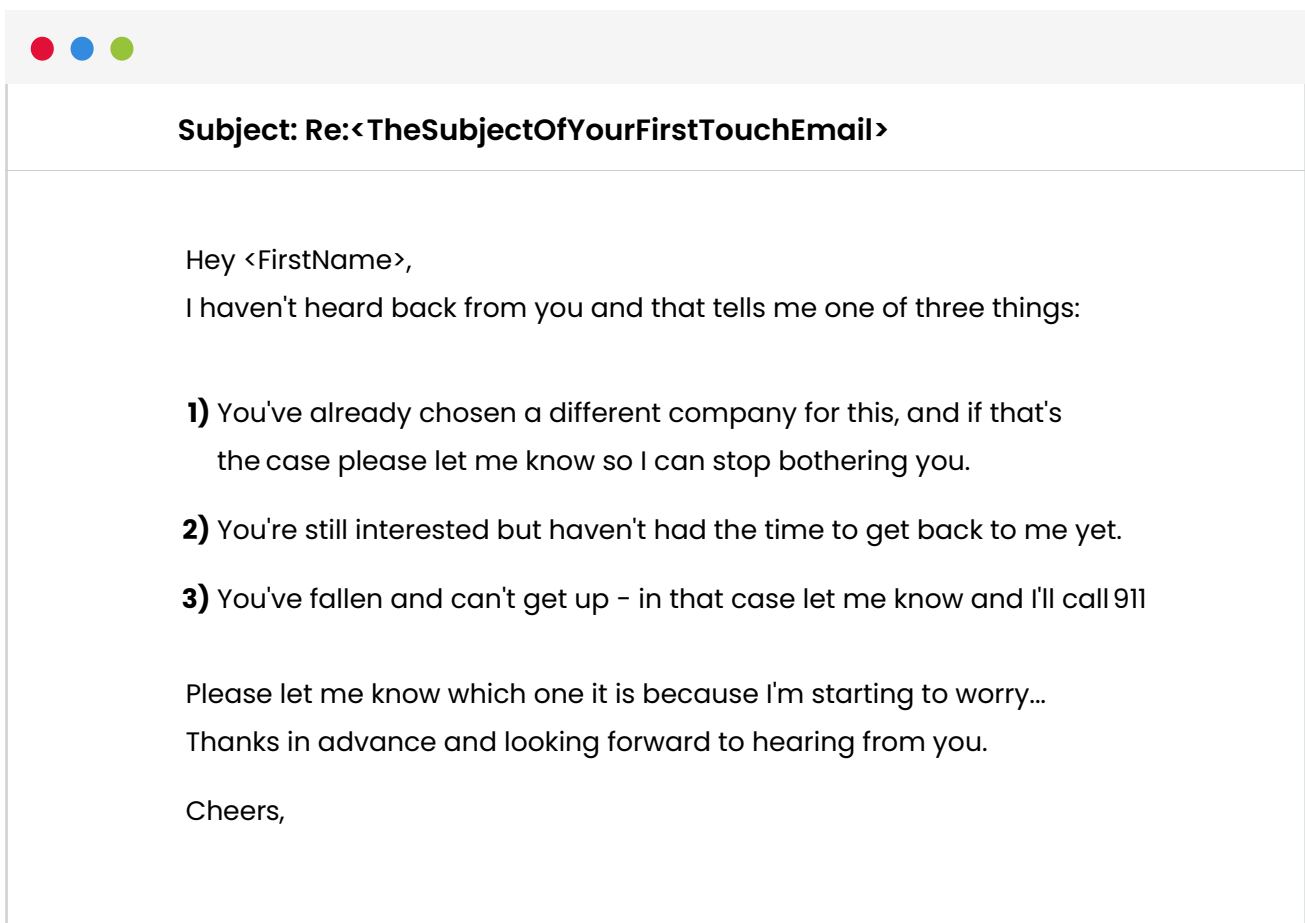
#follow-up

#sellproduct

#makethemlaugh

#B2B

The first touch email is crucial but if you don't get a response, you shouldn't give up. Bernie Reeder demonstrates a follow-up email template that has 46% reply rate.



According to Bernie Reeder, humor is what can help you win the unresponsive part of your audience (or at least 46% of that part) because:

- When people smile at your email, they relax and get rid of objections that hold them off writing you back.
- And again, it gives them the idea that you are a person who may be fun and easy to talk to.

Other great stuff in this email:

- It uses a short list of possible answers, which is great for people who don't have time for long email replies (let's face it, hardly anyone does). They can just send you back a single number as a response to such an email, and that's always a breaking point for taking any further action.

What you could change in this email to make it fit your needs:

- When composing a list of answers like that, make sure you put them in the right order. The "I'm not interested" answer could probably work better at the end than at the beginning, as the first option usually becomes default.
- If you think of building a 7-item list of possible answers – restrain yourself! 3 is the maximum, 2 will make responding even easier, and more than 3 will probably just make them confused.

[Read more how to write emails that get responses.](#)

7 A Cold Self-Conscious Email that Gets New Customers

by Justin Benson | spreedly.com

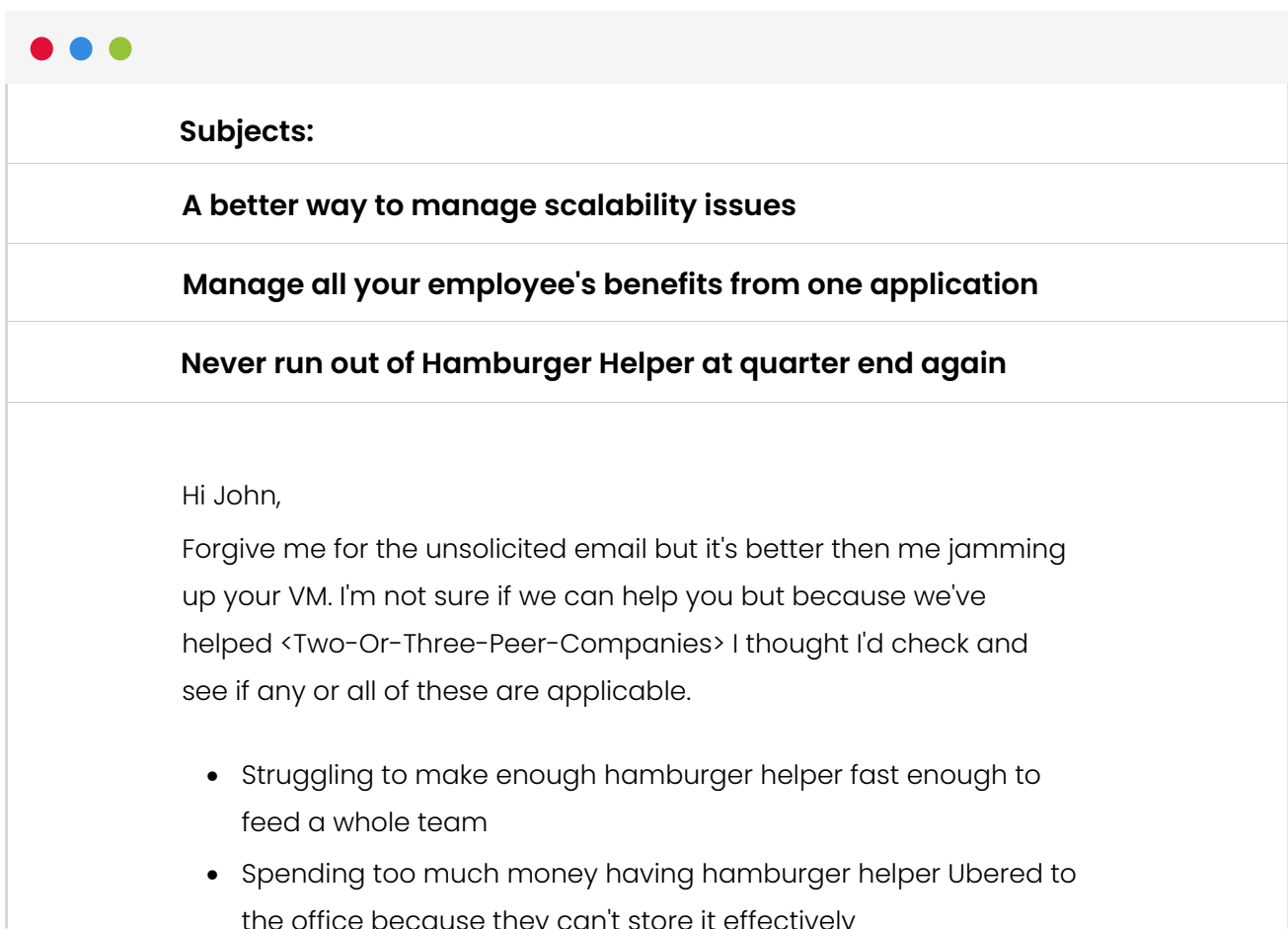
#presales

#connect

#bepolite

#B2B

Justin put this email as an example of a non-intrusive first touch email he would send to get another customer. (Hamburger Helper stands here for the pain that you identify at your prospect's company.)



The screenshot shows an email interface with a header bar containing three colored circles (red, blue, green). Below the header, the email content is displayed in a white box with a thin border. The subject lines are bolded and stacked vertically. The body text is left-aligned and includes a greeting, an apology, and a list of bullet points.

Subjects:

- A better way to manage scalability issues**
- Manage all your employee's benefits from one application**
- Never run out of Hamburger Helper at quarter end again**

Hi John,

Forgive me for the unsolicited email but it's better than me jamming up your VM. I'm not sure if we can help you but because we've helped <Two-Or-Three-Peer-Companies> I thought I'd check and see if any or all of these are applicable.

- Struggling to make enough hamburger helper fast enough to feed a whole team
- Spending too much money having hamburger helper Ubered to the office because they can't store it effectively

- Running out of hamburger helper when sudden changes in the weather trap the sales team in overnighme know what you prefer.

If any of these resonate with you I'm happy to discuss further via email or phone follow up – just let me know what you prefer.

Respectfully,

Justin Benson enhances three features of an effective cold email:

- It should be short. The higher the person you address, the less time they spend to read.
- It shouldn't focus on your solution's features, but on the exact problems your product/service can solve.
- It should mention peer companies of your prospect, but mind what names you drop – “Don't pitch Oracle as a customer to an 8-person startup”.

Other great stuff in this email:

- It presents a self-conscious approach, especially expressed by the first sentence, but at the same time it clearly states why the sender decided to reach out to the prospect.
- It involves a list of possible problems that may be solved – a helpful graphic touch.

What you could change in this email to make it fit your needs:

- Note that Justin proposed three possible subject lines. It's great to

come up with a few subjects for your cold email and test them all out, as it is the subject that makes the prospect open an email or ignore it.

- Being polite is necessary in cold email, but try not to be overly polite. Remember that email tone is conversational. A lot depends on your target audience and how they communicate – keep that in mind and use their language. If they are straightforward and to the point, you don't need to use a 3-sentence flowery intro because that will most probably annoy them instead of getting them hit 'Reply'.

[Read more and learn what are the best practices for sending "cold" sales emails.](#)

8 A Cold Email that Got a Response in 30 Seconds

by John Braun | Joshbraun.com

#follow-up

#reconnect

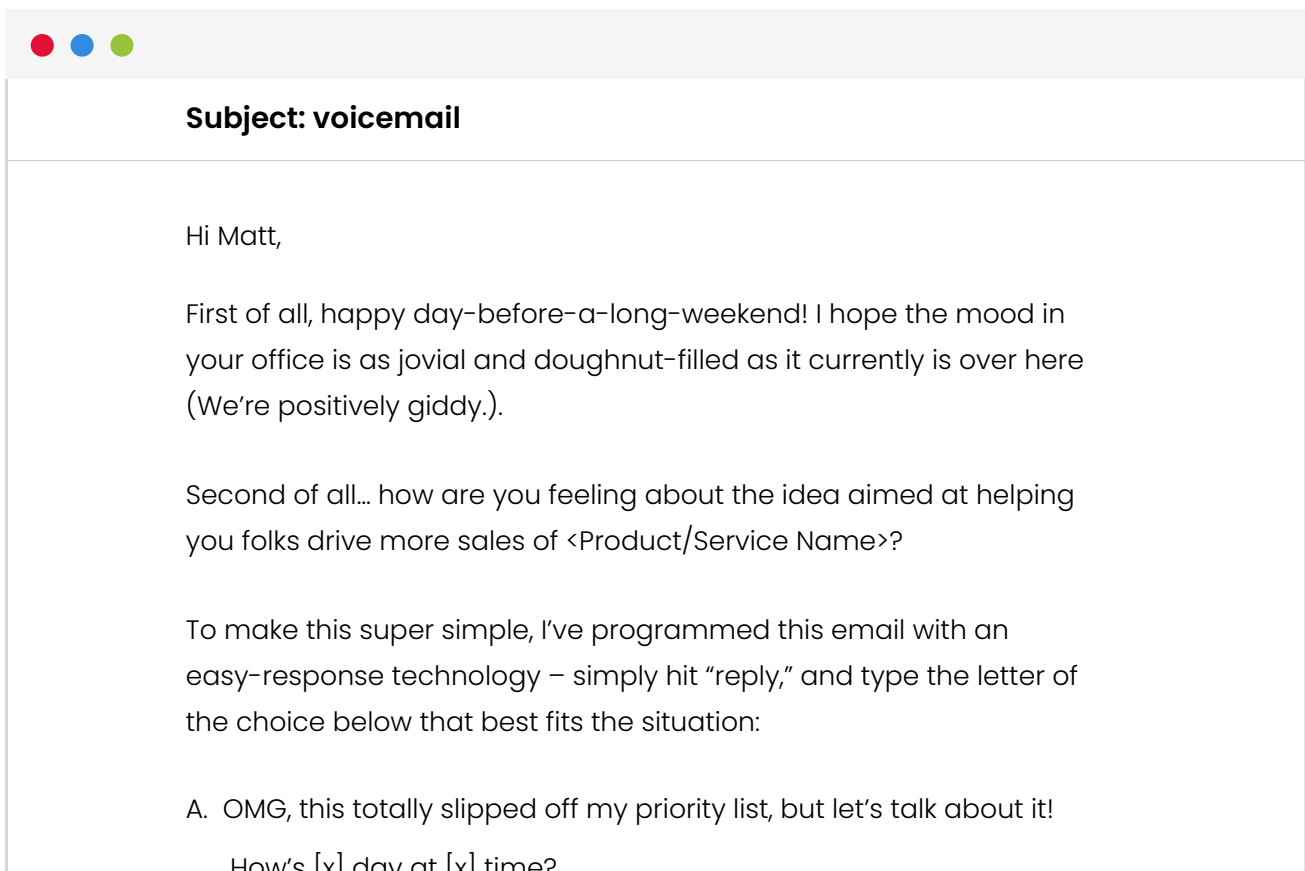
#sellproduct

#makethemlaugh

#B2B

#call&mail

Josh sends such an email as a follow-up after leaving a message on a prospects voicemail.



B. Uf. We still want to do this, but it's not gonna happen in the next few months. Put me on your calendar to bother in [December/Next Spring/Next Summer]

C. Unfortunately, this is off the table for the foreseeable future. Please quit bugging me about it.

D. [Other/Fill in the blank]

Take care,

Josh Braun reports that this one has 40% response rate, because:

- It starts with a mini-report relevant to the time individual prospect in a conversational, low-register tone. The addressee should have no doubts that this has been sent by a real person.
- It focuses on the prospect and their team's real life problem, not on selling a solution.
- It offers the options to choose from, which makes it easy and quick to respond to.

Other great stuff in this email:

- It sounds cheerful and casual. The prospect can reply without feeling they need to make a huge decision here.
- It is often the case that they genuinely do not have time at the moment, and this email makes it easy to postpone. As easy as hitting a single key and the reply button.

What you could change in this email to make it fit your needs:

- Obviously, you'll put some relevant info in the opening paragraph.

But try not to tell them the story of your whole day, or life. Remember, they are not really interested in you. Let them be the hero of your introduction.

- If you want to make it even shorter, you may skip the D. option, as if they have something else to tell you, they will reply anyway.

[Read more about Josh Braun's approach to cold emailing.](#)

9 A Cold Email that has 57% Open Rate, 21% Response Rate and Brought 16 New Customers

by Heather R. Morgan | *Salesfolk.com*

#sellproduct

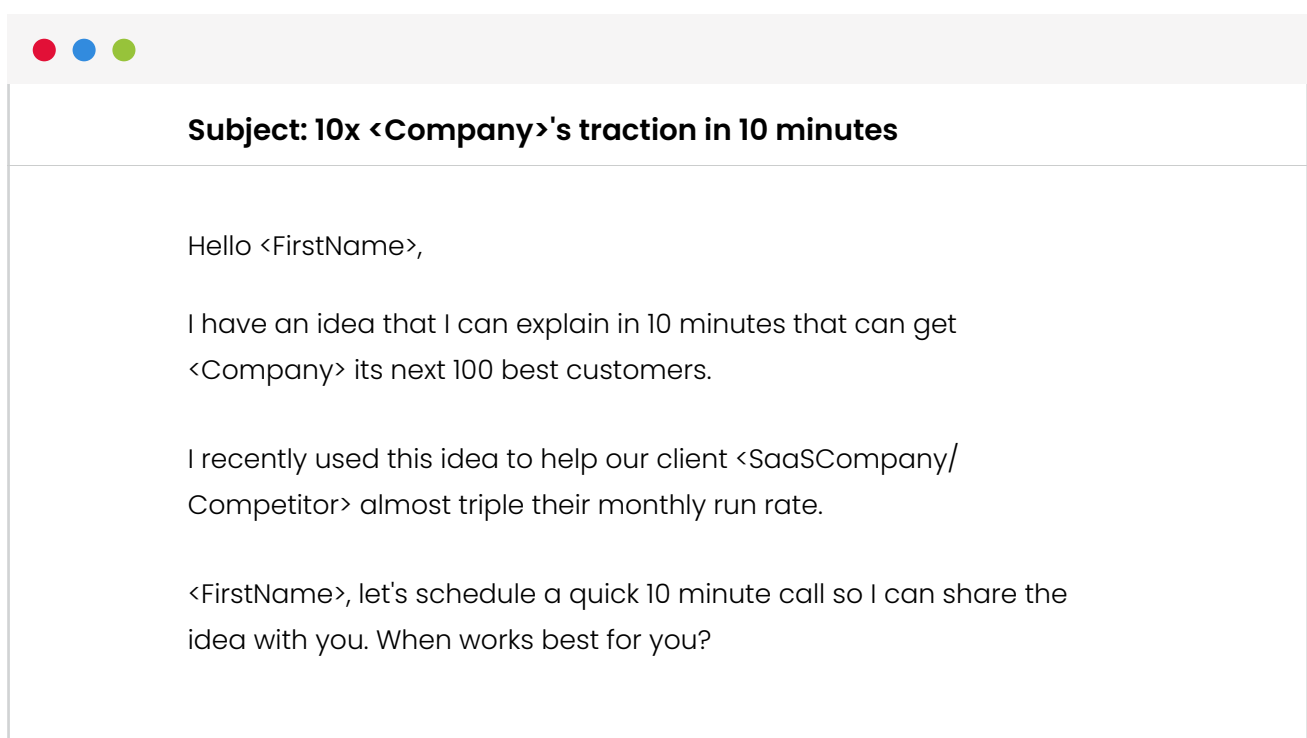
#sellservice

#interview

#SaaS

#B2B

Heather prevents start-ups from sending crappy cold emails about their great products. Instead, she helps them build copy that brings great effects. Here's an example.



As Heather R. Morgan points out, to make your email work you need to avoid some crucial mistakes:

- It cannot be too long. The shorter, the better – this email is a great example of that approach.
- It cannot contain a long list of features and reasons why your solution is awesome. Cut the “Me, Me, Me” crap and focus on your prospect instead.
- It cannot be too pretty. Avoid fancy templates and images in a cold email. Make it look personal, not spammy.

Other great stuff in this email:

- It is a combination of many features mentioned before in this ebook: it’s got a short and tempting subject line, it is very short and simple, it mentions the prospect’s peer company and his/her name more than once, it includes a clearly stated CTA/question at the end.

What you could change in this email to make it fit your needs:

- You could test a version with two specific dates in the closing question, e.g. “Does Tuesday or Thursday morning work for you?” This way you give them a simple choice to make and the email is even easier to respond to.

[Read more about how to turn cold emails into clients.](#)

10 A Cold Email that Got 1 B2B Startup Over 50 New Leads

by Lena Shaw | leadgenius.com

#sellproduct

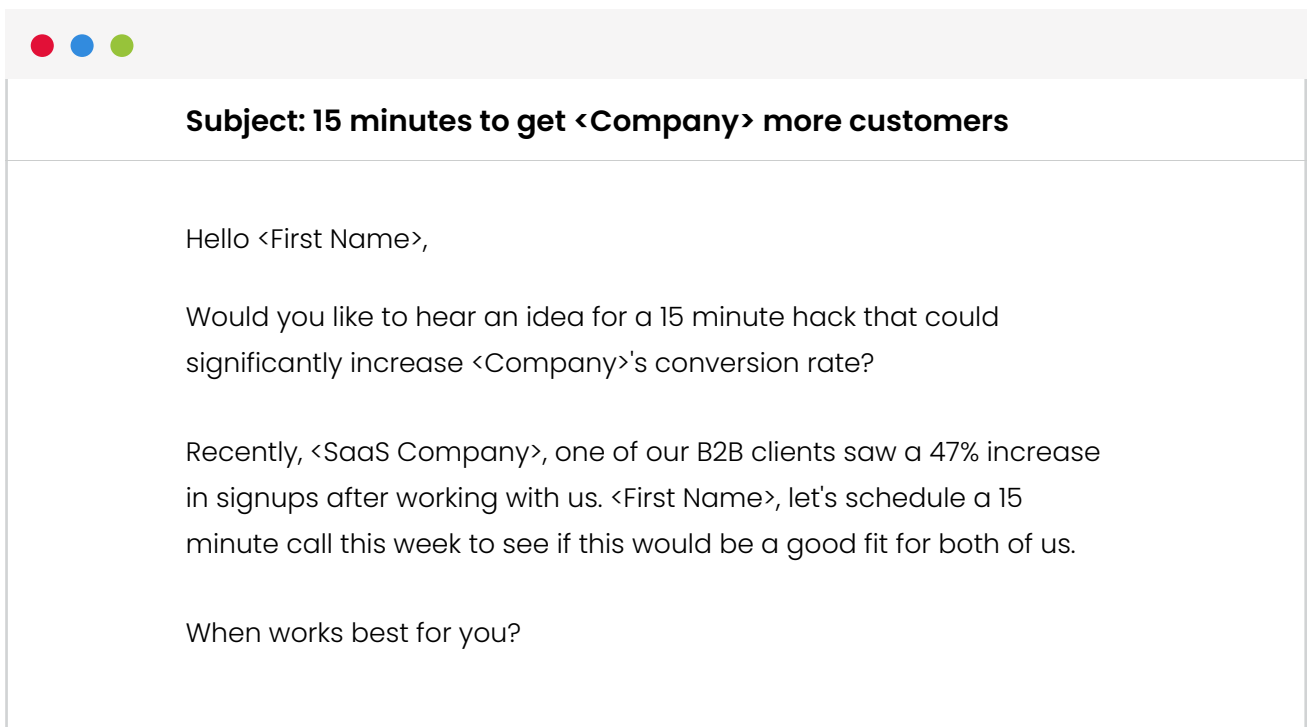
#sellservice

#interview

#SaaS

#B2B

Lena used a simple first touch email template similar to the one featured by Heather, and got even better rates with their prospects.



Lena Shaw lists the reasons why the email worked so well (28% response rate):

- It's got a simple and intriguing subject line that includes a top value for the recipient – getting more clients. 67% of the addressees opened the email.
- It points out that another company benefited from cooperation with the sender, which is to create credibility as well as some sense of competition.
- It has a clear CTA involving the exact amount of time the addressee would need to devote – and 15 minutes is a digestible amount.

Other great stuff in this email:

- See how well numbers work for such an email. It doesn't just say "we helped someone else" but points out exactly how we helped and how much exactly – 47% is an appealing score.
- All this intriguing information has been squeezed into as many as 4 simple sentences – now that's what a short email looks like.

What you could change in this email to make it fit your needs:

- As you probably noticed, templates 9 and 10 are very similar and based on the exact same construction. Nonetheless, these are two different emails, which proves that almost each of these great templates may be successfully accustomed to your own needs.

[Read more about B2B sales processes and business growth.](#)

11 A Brutally Short Cold Email that Provides You with a Long List of Fresh Leads

by Justin McGill | *LeadFuze.com*

#sellservice

connect

#signature

B2B

Justin presents how you can win new leads with no more than 3 sentences.



Subject: Looking for an Accountant

I was wondering if you were looking for more business customers?

I know the majority of small businesses are always looking for a great accountant and I'd be able to generate leads for you if this is something you're interested in.

Are there any types of businesses in particular that make good clients for you?

[Signature including: Full name & Picture + title & company
Mobile, Email, Website, Address
and links to Facebook, LinkedIn and Twitter]

P.S. If you aren't the right person to contact about this, please let me know.

Justin McGill lists some brilliant tips you need to remember in order to succeed at cold emailing:

- Put yourself in your addressee's shoes: would such an email make you open it and reply?
- An introduction is not necessary if you have an expanded signature. If they want to know who you are, they will check you out for themselves. This way you can keep it really short and get straight to the point – their pain.
- Include a P.S. to let them chance to re-direct you to someone else or opt-out and keep the email personal at the same time. A personal email NEVER includes an 'Unsubscribe' link!

Other great stuff in this email:

- See how perfectly conversational it is: the closing question starts a conversation. It doesn't ask about a good time for a talk, but it asks for some details relevant to the prospect's business.
- The subject looks intriguing, as if it could be an email from a potential customer – a simple yet master move to increase the open rate.

What you could change in this email to make it fit your needs:

- Remember to focus on the exact problem you are able to solve for your prospect. Getting new clients is an often pain and it works perfect here, but maybe in the field you're aiming at another pain could be incorporated into the opening question.

[Read more.](#)

12 A Cold Email that Gets You Contacted with the Right Person

by Steli Efti | *Close.io*

#sellproduct


#getreferral

#connect

#bepolite

#B2B

Steli proposes this short first touch email template as a way to get to the right person in the company to talk about your selling proposal.


Subject:
Introduction {your name/company}<>{their name/company}
OR quick request
OR Trying to connect
OR {name of their company}
<p>Hi <FirstName>,</p> <p>I hope I'm not bothering you. Could you please refer me to the person in charge of <Something that's relevant to my product>?</p> <p>Thanks for your time,</p>

Steli Efti states that one of the possible approaches to cold email is to contact someone high up in a company and ask them for a referral down to the right person. Such an email must be:

- As short as possible – remember, the higher the person, the less time they spend on reading.
- As polite as possible – see how it starts and ends.

Other great stuff in this email:

- It's a way out in case you are not able to get the email address of the right person you need to contact (although there are many ways to do that, really – see for instance the previously mentioned articles by Iris Shoor or Bryan Harris). If you get a response, the person will probably also get your message as Fwd from their boss, which makes all your subsequent emails a little bit warmer and more prone to be replied to.

What you could change in this email to make it fit your needs:

- Don't be afraid to experiment with the subject line, those four are just examples. Figure out what can work best for your emails.
- If you were able to get only the general email address of a company (info@..., hello@..., etc.), you could try sending them such a short email and see if they will direct you to the person you're looking for.

[Read more.](#)

13 A Cold Email that a Solo Bootstrapper Would Use to Get a New Lead

by Robert Graham | whitetailsoftware.com

featured by Ash Maurya | leanstack.com

#presales

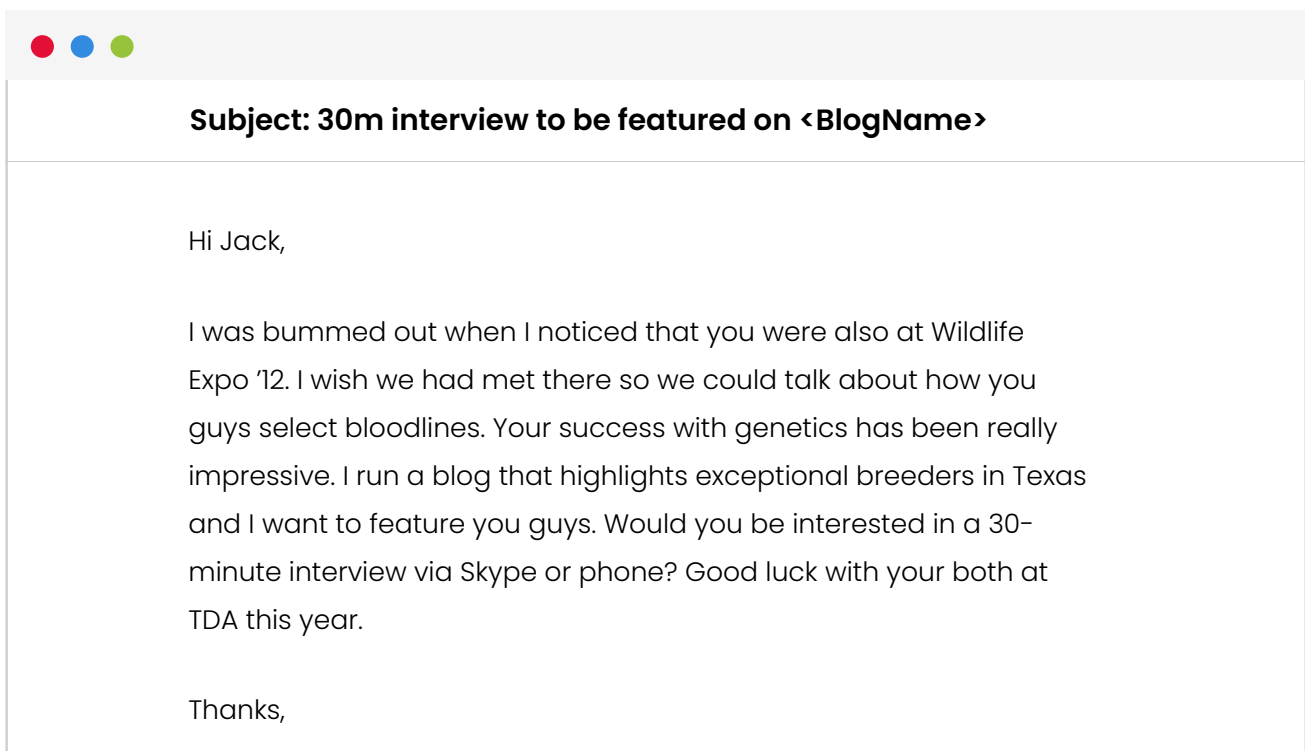
#connect

#interview

#bootstrapping

#B2B

Robert shares his experience of developing customer relationships as a solo bootstrapper. Here's an example of a first touch cold email template he would send to connect with a prospect.



Robert Graham points out that he's a proponent of an honest pitch that starts a relationship, which gets him up to 50% response rate to his emails:

- See to what a great extent the email has been personalized. Reading such a message, there is not even a shadow of a doubt crossing your mind that it has been sent by a real person.
- The email refers to relevant events and enhances some common points between the sender and the addressee.

Other great stuff in this email:

- It involves a clear question and gives the exact amount of time the addressee would have to spend for the interview.
- It gracefully expresses appreciation – and everyone likes to hear that.
- It gives the prospect an opportunity to promote their ideas and/or business even before they know they are a prospect in the sender's eyes.

What you could change in this email to make it fit your needs:

- You could rephrase the sentences a little, so that the email includes more "you" than "I" – this way your addressee will feel that they're in the center of your attention.
- That's a longer way to gain a new customer. Nonetheless, a deal based on a sincere relationship and mutual benefits can bring more value to your business in the long run.

[Read more about how to get early customers to respond to your cold emails.](#)

14 A Cold Email that Helped Land a Million Dollar Deal

by Bryan Kreuzberger | breakthroughemail.com

#getreferral

#sellproduct

#connect

#B2B

Bryan claims that a combination of 3 emails (first touch + two follow-ups) usually gets him in sum 80% response rate and numerous meetings. Here's the first touch email template he sent to four people from the same company in separate emails:



Subject: Appropriate person

I am writing in hopes of finding the appropriate person who handles multicultural media? I also wrote to < Person x>, <Person Y> and <Person Z> in that pursuit. If it makes sense to talk, let me know how your calendar looks?

VoodooVox helps increase the revenues of Fortune 500 companies by marketing to Hispanics. Each month we reach 25 million Spanish speakers with an audio message they must hear. We insert 30 second audio and SMS advertisements into phone calls made on calling cards. The benefit to users is they make their call free. The benefit for our clients is they can increase store revenue by providing text message coupons. Typical redemption is 3%. You can measure results online and with store sales.

Advertisements can target specific ethnic groups and geographies.

clients include Burger King, P&G and Chili's.

If you are the appropriate person to speak with, what does your calendar look like?

If not, who do you recommend I talk to?

Thanks,

[Signature including Name & Title

Company

Number

Address]

Bryan Kreuzberger reveals how he uses multi-level boss-employee hierarches to get replies from up to 80% of his cold emails' addressees:

- The subject line looks intriguing, sums up the email purpose and looks like an easy-to-solve problem. That makes them open the email.
- Hitting at four people from the same company, you'll get better chances of getting a response, especially if you choose the right people from the hierarchy. The second sentence should actually look like this: "In that pursuit, I also wrote to [your boss], [your boss's boss] and [bonus person]."
- Telling them exactly what you want from them makes it easier to respond. Two simple options here: if you are the appropriate person, tell me when we could talk. If not, tell me who the appropriate person is.
- Writing your pitch, make sure you write about your clients and how you helped them, not about your features. Throwing several impressive numbers and names of competition helps.

Other great stuff in this email:

- See how it repeats the CTA at the end of the first paragraph and at the end of the whole message. It's impossible to miss what kind of action is expected from you. Plus, the last part offers an easy way out, which in this case is to delegate, i.e. direct you to another person.
- It has an extended signature instead of an introduction, which makes the email more digestible and straight-to-the-point.

What you could change in this email to make it fit your needs:

- You could try to trim the pitch a little, not everyone has a lot of amazing results and numbers to throw at the beginning. The shorter the email, the better the odds of getting a reply.

[Read more.](#)

15 A Non-Generic Follow-up Email That Gets Your Prospect Back in The Game

by John Sherer | getsidekick.com

#reconnect

#follow-up

#personalize

#interview

#B2B

John claims that a generic “Just Checking-In” email is selfish and annoying. He offers this template instead as a valuable follow-up.



Subject: Re: <Subject Of Your Previous Email>

Hi Mark,

Have you come across the "Information Security Community?"

Check the group out: <link>

From our last discussion this group looks to be filled with your target prospects that could ensure you reach your Q4 sales target. Some of the challenges expressed in the group are problems your team helps solve.

What's the best way to get on your calendar for 15 tomorrow? I'll show you the playbook on how to drive revenue from this group.

John Sherer lists four reasons why this email brings real value and triggers an action:

- It includes an intriguing opening that is relevant to the prospect's interests.
- It gives a link to a valuable resource – it actually gives something instead of just asking.
- Includes a reason for which you sent this follow-up now and would like to re-connect.

Other great stuff in this email:

- It shows you are still genuinely interested in their case and took some time to do research before reaching out to them. If you show them you care, you'll give them a reason to care about your follow-up and reply.
- It states the exact time you will be able to contact your prospect, which makes it easy for them to reply.

What you could change in this email to make it fit your needs:

- Find out what is the most valuable resource for your prospect. The more interesting the material you send them, the better the chances that they get genuinely interested and re-connect with you.

[Read more about follow-ups.](#)

Two final tips to make it all work

If you follow the links to the original articles featured in this report, you will find out that the art of cold emailing requires a lot of practice and perseverance. All these people didn't let themselves give up when the first version of their email didn't work. They improved, changed, cut and kept sending because they needed to find out, what works best for their company and their prospects' groups.

They also wouldn't give up on a prospect just because the first email didn't get a response. They would follow up, and follow up again until they got a reply. The first email is crucial, but the follow-ups are equally important. Having this in mind, go and write (or re-write) your own first-touch email along with your follow-ups and send away.