

Cold Email Templates



OUTREACH EMAIL TEMPLATES

How to use these templates:

- Use one cold template for an entire day's outreach, the next day switch to email 2, then switch to email 3.
- On day 4 send follow up email 1 to the cold email 1's, day 5 send follow up 2 to the cold 2's, day 6 send follow up 3 to the cold 3's.
- Make sure you reply to the cold emails when you send the follow up emails, this way the email chain will stay as one so the prospect can read both emails on the one trail.
- The idea is you are testing and measuring which cold and follow up combos work the best for replies.
- On day 7 you start working a new batch of leads following the same 3 days cold and 3 days of follow up system.
- Make sure you work alphabetically so you can sort your leads at the start of the day and start from the contact you last finished with the day before.
- Make sure you note on paper each time you send a cold or follow up emails so you can complete your end of day spreadsheet.
- Try to beat the previous days volume numbers so you get faster at your outreach.
- Update the CRM with new information you may find and remove dead leads.
- When a contact replies, mark in the notes on the CRM which email they replied to, for example write:
"Contact replied to Cold email #2"
Then always say what they replied and your next steps, for example:
"Contact asked for more information, so I sent them the link to the process and the round table sign up link. I have set a reminder to follow up with them in 2 days"

Cold option #1

Email Title: Interested?

Email Body:

Hi XYZ, -

Hope this email finds you well. I don't want to take up your time so let me get straight to the point.

We're looking to partner with Expert Entrepreneurs who are awesome at what they do but need more clients.

We run a lead generation and sales accelerator designed specifically for >>add what they do i.e coaches<<< and we think you would be a great fit.

I would love to schedule a call next week so we can show you more.

Are you available Tuesday or Wednesday next week for a 15 min call?

Best Regards,
Name and Surname
Title

Cold option #2

Email Title: Big Win

Email Body:

Hey XYZ, I wanted to reach out again because we just had another huge win with a client:

Suzanne's Small Business Legal Academy just had a £120k launch over the space of five days and has reached our Hall of Fame this year. That's amazing major gains for her business!

Our Founder XYZ grew two Expert businesses to over a million in revenue in a few short years, and he's not stopped there.

He wants to replicate the exact sales process for our clients and help them sprint to a million in revenue.

Spoiler Alert We help our Expert clients create a flagship scalable programme/product then use organic social, ads, and a remote sales team to scale without massive founder time commitments and headaches.

Would you be interested in getting these kinds of results for >>add their company name or industry sector<< – if yes, can I hook up a call between you and XYZ?

Best Regards

Best Regards,

Name and

Surname Title

Cold Option #3

Email Title: Would you agree?

Email Body:

As an expert business, I wonder if you would agree that creating a clear repeatable system and the resulting crazy profits from it are easily articulated in this process and thesis?

The tough part is stopping the entrepreneurial mind from taking parts of this and bits from that and cobbling them together to create something that looks closer to Frankenstein's monster, not a simple streamlined expert business.

Distraction, hype, and complexity is the enemy – simplicity and focus on the one system is your friend.

Let the nine-step process within this Thesis be your friend.

p.s. Having scaled two expert businesses to over a million dollars in revenue before making highly profitable exits our founder XYZ knows a thing or two about starting and growing an expert business and I would love to set up a virtual coffee between you and her– would you be up for that?

Best Regards,
Name and Surname
Title

Follow Up Email #1

Email Title: RE: interested?

Email Body:

Hi XYZ – I mentioned in my email last week that we're now looking for a few select Expert Entrepreneurs who want to partner to get more clients.

We have a great process wrapped up in the following Zero to One Million in Revenue Process / Thesis – did you catch it?

If you're up for it, we would love to jump on a quick call and see if it would make sense for us to work together?

Would next Thursday be good for you? (if not, we're flexible, just let me know) :-)

Best Regards,
Name and Surname
Title

***Make sure you reply to the cold emails when you send the follow up emails, this way the email chain will stay as one so the prospect can read both emails on the one trail.**

Follow Up Email #2

Email Title: RE: Big Win

Email Body:

Hi XYZ - I know you're super busy but did you get a chance to look over the email I sent you last week?

If you are interested in discussing the details but just didn't have the time to reply yet, let me know.

Best Regards,
Name and Surname
Title

Follow Up Email #3

Email Title: Re: Would you agree

Email Body:

Hey XYZ, know you're busy, just bumping this up! Can I set you and XYZ up for that coffee?

Best Regards,
Name and Surname
Title

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