

Steal These 5 Cold Email Templates That Are So Good At Booking Meetings They Should Be Illegal



In this guide I'm sharing 5 email templates that have been absolutely printing meetings for us and our clients as of recently. Some are more in-depth than others but the content should be rather plug-and-play so you can be successful in cold email outreach.

At the end of the day, templates aside. Cold email success comes down to four things:

1. Copywriting
2. Data
3. Systems
4. Product-Market Fit

If you're missing the mark on one of those, the overall conversion metrics of your projects will suffer.

These templates should help solve the first piece of that puzzle.

If you're still struggling to convert, join our free Skool community to learn how to do the rest:

<https://www.skool.com/coldemail>

Future State

Hi {{first_name}}, I noticed you oversee {{X position}}, are you currently struggling with {{common industry pain point}}?

We've been working with {{industry}} to {{offer that solves pain point}}

Picture this:

- Step 1
- Step 2
- Step 3 and ideal outcome

That's not a fantasy, that's what we just did for {{client 1}} and {{client 2}}.

Are you totally opposed to me sharing a resource on how we did it?

Poke The Bear

{{first_name}} - are you dealing with {{common industry pain point}}?

If so {{offer that solves pain point}}.

Mind if I share more on how this works?

Let me know,

WYWYN

Hi {{first_name}}, I noticed you oversee {{position}}, I'm sure you're {{pain point or ideal outcome}}

We establish {{industry}} as {{ideal outcome}} in {{time frame}} by {{unique mechanism}}

Recently we {{case study}}

Mind if I send over a quick resource on how we did it?

WYWYN

Hi {{first_name}}, I noticed you oversee growth at Buzzlead, we've heard from other B2B sales leaders that Q4 can be feast or famine depending on lead flow.

We partner with similar B2B service providers to book them 8-20 meetings every month on a performance basis.

Recently Comma Copywriters netted \$150k in revenue through our outbound prospecting efforts or a 10X ROI.

Mind if I send over the customer testimonial?

Cutting the BS

Hi {{first_name}}, {{personalized first line}}

In my experience, business that reach this stage have their attention on {{goal 1}} and {{goal 2}}

We've been providing unique solutions for companies like {{competitor 1}}, {{competitor 2}}, and {{competitor 3}}

I don't suppose you'd have a few min to jump on a call and see if we can do the same for you?

Quick question

{{first_name}} - quick question - are you currently struggling with {{common industry pain point}}?

If so, I have an idea I'd like to get your opinion on. let me know.

Want more content like this?

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