

5 Cold Email Templates That Will Print Harder Than Any Memecoin



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>

Relevance Reachout

{{first_name}} – {{Question around relevant touchpoint}}

{{Unique Market Insight Relevant to Initial Touchpoint Questions}}

{{CTA around offering implementing Unique Market Insight}}

%signature%

Example: Why You, Why You Now

Hi Troy - are you all evaluating TikTok shop as a channel?

6 of your top 10 cosmetic competitors are actively utilizing it with an monthly transaction volume of \$624k.

Mind if I send over a quick A+ listing guide to help get you started?

%signature%

Pain Generalized

Hi {{first_name}}, we've heard from other {{title}}'s that {{problem you solve}}

If we could {{benefit}} would that be interesting?

{{case study}}

Let me know.

-Name

Example: Pain Generalized

Hi Troy, we've heard from other marketing leaders that expanding their prospecting outside of word of mouth referrals can be a challenge.

If we could book you 8-20 qualified sales meetings every month and you only pay when they show, would that be interesting?

It's the same system we ran for Comma Copywriters to generate \$150k in 9 months.

-Troy

Skip The Fluff and Pitch

Hi {{first_name}}, if we could {{benefit}} by {{mechanism}} just like we did for {{client 1}} and {{client 2}}, would that be interesting?

Example: Skip The Fluff and Pitch

Hi Troy - if we could get you 8-20 sales meetings a month on a pay-for-performance basis just like we did for Forever Fierce and Comma Copywriters, would that be interesting?

Leveraging a Sales Magnet

{{first_name}} – interested in {{Free Work/Frontend Offer}} for {{company_name}}?

%signature%

Example: Future State (follow-up)

{{first_name}} – interested in complimentary competitive takedown strategy against X,Y, and Z company for {{company_name}}?

%signature%

Leverage A Sales Asset

{{first_name}} - recently noticed {{observation}}.

Working with other {{industry}} leaders in a similar situation they tell me that {{problem you solve}}.

Can I send you over a quick document so you can {{benefit}}.

-Name

PS. This document is tailored specifically for {{company name}}

Example: Leverage A Sales Asset

{{first_name}} - recently noticed you brought on Sally Mae and John Smith as sales reps.

Working with other SaaS sales leaders in similar situations they tell me that generating leads consistently for their business is a struggle.

Can I send you over a csv file of 1,000 target personas that would be interested in learning more about {{company name}}?

-Name

PS. This csv file would be tailored to fit your ICP at {{company name}}, which I'm assuming is {{persona}}

Want To Write Like a Cold Email Wiz On Your Own?

These templates are a good start...consider them your introduction to the arts

If you really want to learn the wizardry of cold email, join our Skool community using the link below.

We'll give you a wand

You make the magic happen

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