

## COLD EMAILS

Dear {!FirstName},

You and your team have really accomplished something. The {!feature/product/press mention} yesterday is making a big impression with the people I talk to. I wanted to reach out and say congratulations.

My company has also been doing pretty well. We recently announced {!customer/competitor} as a client for our {!product}. Maybe something like this could help you continue your impressive momentum?

I'd like to follow up about this with a quick phone call. We can cover the important issues in 20 minutes. Can I call you at {!time and date} EST?

Subject: I've been following your {!blog, tweets, success} for quite a while and wanted to reach out.

Dear {!FirstName},

We haven't met in person, but I've been impressed with your {!work/leadership/blog} for some time. {!Details about how this has made an impression on you}.

This isn't a particularly easy environment to excel in. Amazing work.

I was wondering if I could ask you a couple of questions. My company is having some success with {!product/service}, but your insights could really help us accelerate.

I'd like to follow up about this with a quick phone call. We can cover the important issues in 20 minutes. Can I call you at {!time and date} EST?

Subject: Hi {!FirstName}! I found an article on {!your industry/competition/field} and thought of you.

This article appeared in {!name of publication/website/blog}. I thought it did a good job of capturing the dynamics of {!the situation}: {!link}.

I've been thinking about this because my company is struggling with the same issue. Although we just launched {!feature/product} and recently signed {!customer/competitor}, we've been working on {!issue}, like {!the company profiled}.

I'd like to follow up about this with a quick phone call. Do you have 20 minutes to speak with me at {!time and date} EST?

Subject: Saw your tweet about skiing – here are my suggestions.

Dear {!FirstName},

I've been skiing since I was six, and have lived in Colorado for four years, but for a family-oriented vacation like you posted about, I'd suggest Utah. Here are my three favorite resorts and hotels: {!three favorite hotels}.

I hope you find this helpful, and you have a great vacation.

FOLLOWUP EMAIL

Subject: Just Tried Your Line

{!FirstName},

I just tried calling you and left a voicemail.

Please give me a call back at {!XXX-XXX-XXXX}, or send me a note if you get the chance.

Thank you!

Subject: I noticed your potential interest...

Dear {!FirstName},

I noticed that you opened the email I sent yesterday and checked out {!our website}, but I never heard back from you. So, I wanted to follow up today to see if you have any questions about {!my company} or our product.

I hope you don't find this outreach pushy; I was simply wondering if these actions mean you're interested in learning more about {!my company} and how we provide value to organizations similar to yours at {!company}. As someone who {!could benefit from our product}, I think you're the perfect person to discuss {!my company} with.

Do you have ten minutes for a brief phone call next week?

Thanks!

Subject: I have a favor to ask you...

Dear {!FirstName},

I've reached out to you a few times now, to see if we could chat about {!my company}, and why I think our {!product} would be a good fit for your team at {!company}. I realize that you must be getting hundreds of emails each day similar to mine, so I'm going to do you a favor and stop filling up your inbox.

But I'd like to ask a favor of you, too. I'd like to talk to whoever is responsible for {!decision making} at {!company}. Or, if you are that person, could we schedule a time to discuss {!my company}, and see if it might be a fit for your team?

If you aren't involved in {!decision making}, would you feel comfortable referring me to the right person?

Thanks, and have a great night!

Subject: {!Company} Call Summary

Great speaking with you today, {!FirstName}! I'm glad we agree {!my company} would be a great fit for your team.

Here are the top value adds we went over:

1. {!Value Add 1}
2. {!Value Add 1}

Resources for Review:

- \* {!Resource 1}
- \* {!Resource 2}
- \* {!Resource 3}

Action Items:

1. {!Action Item 1}
2. {!Action Item 2}

P.S. {!Special} — {!Use this opportunity to link to case studies or third-party content your prospect might enjoy.}

Subject: Get {!Key Value} With {!My Company}

{!FirstName},

{!Your team member} told me he's interested in getting {!my product} for the {!appropriate} team, but {!objection}.

Customers like {!X and Y} told us that all too often, {!pain point}.

That's why they chose {!our product} to {!key functionality}.

Are you available at {!time and date} EST to discuss how {!my company} can help your team be more productive?

KEEPING INTOUCH

Subject: A couple of questions about your recent announcement

{!FirstName},

Last week I sent you an article from {!source} on {!subject} because it seemed to speak to your situation. This morning I found out {!exciting news}! Congratulations to you and your team. In looking over the materials you posted, I had two questions:

1. {!A genuine and not self-serving question about how it works.}
2. {!A question about how it could intersect with your company's product.}

I ask because my company makes {!XXX} and {!YYY}. I'm always trying to find new applications and to learn new approaches for our work here.

Interested to hear your thoughts,

Subject: Wondering how this issue affects your company?

Hi {!FirstName},

Your {!big news} last week made an impression on me – I've found myself thinking about your company a fair amount since then. Here's a {!!linked article publication name} that thoughtfully describes {!some of the same opportunities that your announcement addressed}.

Am I reading this right? {!Question about how the article impacts prospect's company}

Hope you find it interesting!

Subject: Want Me to Introduce You?

Hi {!FirstName},

I've been doing some thinking about your company, and I was wondering if you know {!high-value contact of yours}. She's the {!position} at {!potentially interesting customer/prospect}. I'd guess that with their {!relevant experience} and your similar accomplishments, you guys might enjoy talking.

Want me to make an introduction?

Subject: Thoughts on {!My Company}?

{!Team Member 1, 2, 3},

You all have been using {!my company's product} for a while now, and I'm planning on reaching out to {!decision maker} to evaluate {!upgrading}.

Do you know if your team would be interested in a corporate license?

Subject: Trip to {!Prospect City HQ}

Dear {!FirstName},

I hope this note finds you well. You guys have been busy since we last talked! I saw your announcement of {!X} and {!Y}. Congratulations! Things have been going well over here too – we released {!new feature of relevant product} and have been getting great feedback from our customers.

Are you going to be {!at industry event/in city of prospect's HQ} in two weeks? I'm heading out there, and would love to catch up with you about {!your announcement Y}. I have a thought about how {!announcement relates to our business together}. Let me know if you'll be in town.

## BREAKUP EMAILS

Subject: Too much hustle, or just enough?

Hi {!Name},

I don't want to keep bombarding you with emails, but my job is to follow up persistently on strong potential matches for {!my company}, like {!your company}, which is why I've continued to hustle.

However, I haven't heard from you yet, and maybe one of these reasons sums up why?

1. You already use a different {!platform} for {!the service we provide}.
2. Right now isn't the best time to talk about {!my company}, and I should check back in at a later date.
3. You've fallen and can't get up. In that case, please let me know and I'll call 911 for you.

Please let me know which one it is, because I'm starting to worry that it might be No. 3.

If none of these reasons are the case, could I have an opportunity to explain how valuable {!my Company} would be to your team at {!company}? When do you have 10 minutes to talk next week?

Thanks for your time today,

Subject: Subject line: Hey {!FirstName}, Am I bothering you?

{!FirstName},

I've been reaching out because I see a tremendous opportunity for {!your team} to {!reach new measures of success} with {!my product}.

I'm going to assume that you're not dead or kidnapped. Are you in prison?

I don't want to be a bother, and from my ignored messages I'm sensing that's the case. I'll plan on reconnecting in {!a month}, unless you let me know you're ready to evaluate sooner.

If you are in jail, don't worry – I'll post bail for you.

Subject: Break up? I thought we were inseparable!

{!FirstName},

I thought we were like two peas in a pod, but I totally get it. The timing just isn't right for us.

If you're seeking {!key feature of my product}, shoot me an email.

Cheers!

Subject: I'm beginning to think we have a love/hate relationship, {!FirstName}.

I love to send you emails; you hate to reply to them.

What can I do to make a five-minute phone call about {!my company} worth your while?

Hoping to hear from you soon.