

Cold Email Strategy A: Getting Insights from Target Market

Best used if you want to get insights about your audience

Pros: No selling involved, Value is given Upfront

Cons: No clear call to action

Structure: Single email, sent once

TEMPLATE:

Hey [**First Name**],

My name is [**Your Name**] and I'm trying to get some insight on how I could better help [**your offer statement**].

I was wondering if you could take a second to answer a few quick questions:

[**2-3 questions that'd make them think if they're doing things right in their business**]

I know you'll find this email a bit surprising but I really appreciate you helping me better serve my clients.

Talk soon,
[**Your Name**]

Hey Andy,

My name is **John Pagulayan** and I'm trying to get some insight on how I could better **help course creators like you create wildly successful product launches**.

So I was wondering if you could take a second to answer a couple of quick questions...

- 1. Out of 100 email subscribers, how many end up buying your high-ticket course?**
- 2. Do you feel it could've been made better?**
- 3. How many emails would you say did you end up sending for the whole launch?**

I know you'll find this email a bit surprising but I really appreciate you helping me better serve my clients.

Talk soon,
John

Cold Email Strategy B: Giving Value Upfront

Best used if you did a quick audit of their asset (website / social media / launch page / etc.)

Pros: Higher conversion rates

Cons: Longer to implement

Structure: 4-part email sequence, sent over two weeks regardless of replies

EMAIL DAY 1:

[First Name],

I've found some problems with your [asset you audited / critiqued] and I'd like to send through a package containing a summary, can you spend 5 mins with it?

A quick yes/no would do.

Thanks,
[Your Name]

EMAIL DAY 3:

Hey [First Name],

I understand you are no doubt very busy, however, I'm just following up on the previous email I sent you.

Let's have a quick chat to go over some ideas I had for your [asset you critiqued / audited]. I've got a few quick fixes that can [solution to biggest challenge of this market].

I've still got two openings on my calendar for this week check them out here:
[link to book a call].

Thanks,
[Your Name]

Cold Email Strategy B (continued)

EMAIL DAY 8:

[**First Name**],

I know things can get crazy with the everyday runnings of the business.

However, as it currently stands you have some alarming issues and problems with [**asset you critiqued / audited**] that need to be addressed.

For example, [**brief keywords of problems**].

This may be the reason why you're having problems [**desired result**].

Let's have a quick chat and go over how we can stop you from experiencing [**insert problem**].

You can grab a time here: [**Link to book a call**]

Talk soon,
[**Your Name**]

EMAIL DAY 14:

Hi [**First Name**],

I don't want to be THAT guy who keeps sending unwanted follow ups.

Please let me know if you're not interested in a [**huge benefit of your service**] and I'll take you off my list of companies to check in with.

Thank you.

[**Your Name**]

Cold Email Strategy C: Learning a New Skill

Best used if you are just starting out with a NEW skill that you want to learn on-the-fly

Pros: Good response rate, no pressure to sell, fastest way to learn a new skill

Cons: You don't get paid

Structure: 2-parts, sent within 3 days regardless of replies

EMAIL DAY 1:

Hey [**FirstName**],

I know you're busy so and so am I, so I'll keep this quick.

I'm looking for a [**market**] that's willing to let me help them [**offer**] for their business. I'll do this for FREE in exchange for a simple testimonial if you are happy with my results.

Is that something you'd be interested in? Just a quick YES or NO would suffice.

Warmly,
[**Your Name**]

EMAIL DAY 3:

Hey [**First Name**],

I want to make sure I respect your inbox so I'll leave it to you to reach out and let me know if or how I might be able to help you.

For now, I'll leave you with [**lead magnet / case study**] so you can ensure your [**business/company/team**] hits your quarterly goals this year.

You can simply click on the link below to get it...
[**LINK**]

Hope this helps.

Warmly,
[**Your Name**]