

Great Cold Emails You Can Use

17 Proven Cold Email Templates to make your Cold Email Campaigns Easier to Execute

1. Appropriate Person?

Hi [Contact Name],

This is [Your Name] with [Your Company]. Wanted to introduce myself, as [Company Name] looks similar to many of the businesses we work with every day.

While I've got your attention, we'd love if you guys gave [Your Company's product] a spin. Our clients are using us to do things like [results].

I'm assuming you're the best person for this – If not, who would you recommend I speak with?



2. [Company Name] + [Your Company]

Hi [Contact Name],

My name is [Your Name] with [Your Company]. We help [specific company type] with [one liner].

I wanted to learn how you handle [thing your company handles] at [Company Name] and show you what we're working on.

Are you available for a brief call at [time options]?

3. Subject Line

Hi [Contact Name],

[Your Name] from [Your Company] here.

Companies make more sales with consistent marketing. [Your Company] can put proven sales tools into the hands of everyone who sells your product.

If that sound useful, I can explain how it works.



4. Subject Line

Hello [Contact Name],

I have an idea that I can explain in 10 minutes that can get [Company Name] [high level benefit].

I recently used this idea to help our client [Competitor] [result].

[Contact Name], let's schedule a 10-minute call so I can explain.
When works best for you?



5. Subject Line

[Contact Name],

I am doing some research on [Company Name] to determine if there is a need for [Your Company's product or platform].

Could you please help by pointing me to the appropriate person there that may have an interest in a brief discussion?

For context – Here is a short infographic introducing you to [Your Company].

[infographic]

In advance, thank you for your help.

6. Where shall I start?

[Contact Name],

I'm hoping you can help me, who handles the [insert pain point here] decisions at [Company Name] and how might I get in touch with them?



7. Subject Line

[Contact Name],

In working with other [insert industry or position], one of the key issues they're struggling with is [insert key issue].

This past year we helped numerous companies to [insert business driver], resulting in [money saved, revenue added, productivity increases].

If this is something you're challenged with too, let's set up a quick call. I have some ideas that might help.

All the best,



8. Subject Line

[Contact Name],

Because I work so much with [targeted industry], I constantly follow industry news. Recently I noticed you've [insert company action].

Usually when that happens, [insert business issue] becomes a priority. That's why I thought you might be interested in finding out how we helped [vanity customers] get going quickly in their new direction - without any of the typical glitches.

If you'd like to learn more, let's set up a quick call. How does [time options] look on your calendar?

P.S. If you're not the right person to speak with, who do you recommend I talk to?



9. Subject Line

Hey [Contact Name],

I hope this email finds you well! I wanted to reach out because [explain how you got their contact information and how you relate to them: talked to a colleague, saw your company online, etc.].

[Your Company] has a new platform that will help (your team at) [Company Name]. [One sentence pitch of benefits].

I know that [our product] will be able to help [Company Name] [insert high level benefit].

Are you available for a quick call [time options]?



10. Who wants a Customer Success 1-on-1?

I'll be honest, this is not "another sales pitch" from [Your Name], I'd like to send you a 2-minute demo video of [value prop]: [video link]

We are backed by [social proof – who are your investors, how much have you raised?] and our key customers include [vanity customers], etc.

One of our core value props is "[value prop tagline]" and we would like to offer everyone a 1-on-1 with our Customer Success experts to simply discuss best practices [value props].

Who is the best person to speak with about Customer Success?
[Let us know if there's someone else who heads up those efforts.]



11. Subject Line

Hi [Contact Name],

I understand you are the [title] at [Company Name], and given that our customers used to use similar technology, a chat may be beneficial.

In short, we've created the [product or platform] [target customer] have been craving by shoring up the shortcomings, filling in the blind spots, and reliving the frustrations of current solutions. The difference is obvious – see for yourself.

Are you available for a brief chat this week or [time options]?

Thanks

P.S. Feel free to compare us with others [[link to comparison page](#)]. We want you to :)



12. Subject Line

Hi [Contact Name],

My name is [Your Name] and I'm with [Your Company], a [what you do]. We've worked with venture backed startups to Fortune 500 companies like [vanity customers].

We take a different approach to growing companies and aren't like other [companies in your niche]. We move quickly and if we don't think we can kick butt for you, we'll be upfront about it.

Are you free for a chat [time options] about [field]?



13. Subject Line

Hi [Contact Name],

I noticed on your careers page that you're hiring [title of your end users] who [whatever problem you solve/ease].

Would love a few minutes to discuss how [Your Company] removes this burden.

[Your Company] helps clients like [vanity customers] to [value prop]:

[benefit 1]

[benefit 2]

[benefit 3]

Would you be open to a call [time options] to see how we could help your team?



14. Subject Line

Hi [Contact Name],

My colleague and I have had great success teaming up with [industry] experts like yourself.

A few notable experts we partnered up with include: [namedrop thought leaders in your field you've worked with].

I'd love to get your feedback on [Your Company's products] and explore how we could work together to share [Your Company] with your clients. Would you have some time next week to connect?



15. Subject Line

[Contact Name],

I love [Company Name] (been a customer for several months) and I'm also a big fan of your blog.

I work with companies like [Company Name] and [value prop]. Here's an example of [results].

Just wanted to email you and see if [Company Name] might be interested in a similar [type of solution].

I made a demo for you based on [whatever you based it on] to show you what it might look like: [link/ attachment]

Is this something you guys would be interested in?



16. Subject Line

Hi [Contact Name]!

Just ran across your website and noticed you were using [Competitor Name].

How are you liking it?

I run a [service] called [Your Company]. It's just like [Competitor] only [short differentiator].

If you're up for it, I would love to jump on a quick call with you and get your opinion on how we could make [Company Name] better [and see if it would make sense for us to work together].

Would [time option] be a good time for you?

(If not, I'm flexible, just let me know)



17. Subject Line

Hey [Contact Name],

I hope this email finds you well! I wanted to reach out because [explain how we got their contact information and how we relate to them: talked to a colleague, saw your company online, etc.].

[Name of company] has a new platform that will help your team at [Company Name]. [One sentence pitch of benefits]. We do this by:

[benefit/feature 1]

[benefit/feature 2]

[benefit/feature 3]

Let's explore how [name of your software] can specifically help your business. Are you available for a quick call [time and date]?

Cheers,
[Your Name]



Sources

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