

# 1. Cold Outreach Email Template

Hi [Prospect Name],

I hope this email finds you well. I am reaching out from [Your Company], a leading firm specializing in [insert your details here].

I have been following [Prospect's Company] - and have been impressed by your [specific achievement or project]. It's evident that your team values creativity and strategic thinking, which is why I believe we could be a great fit to collaborate and [what you can deliver].

To showcase our commitment to delivering exceptional results, we're offering a complimentary gift to all new clients who book a discovery meeting with us. Let me know when would suit you best.

Regards,  
[Your Name]



# Cold 2. Outreach Email *Template*

Hi [Prospect Name],

I saw this and couldn't resist. We think we have just what [Prospect's Company] would need.



If you are interested in learning about how we can make your everyday operations easier, feel free to reach out.

To showcase our commitment to delivering exceptional results, we're offering a complimentary gift to all new clients who book a discovery meeting with us.

Regards,  
[Your Name]



# Cold 3. Outreach Email *Template*

Hi [Prospect Name],

We haven't been able to reschedule our [product] meeting and it's reminding me a lot of when Rachel stood up Ross on Prom night ...

Jokes aside, I was curious if you are still interested in putting time back on the calendar for us to discuss strategies for [achieving X goal or outcome].

To showcase our commitment to delivering exceptional results, we're offering a complimentary gift to all new clients who book a discovery meeting with us. Here's my calendar if you'd like to discuss in more detail. If you're simply not interested anymore, not a problem, just let me know so I can return my tuxedo. :)

Cheers,  
[Your Name]



# Cold 4. Outreach Email *Template*

Hi [Prospect Name],

If you watched "Game of Thrones," you know about that ending. If you never cared about "Game of Thrones," chances are, you still know about that ending. My two cents? It was totally rushed and haphazard.

Let's not be "Game of Thrones." I'd love for us to take as much time as we need to get to know our respective businesses and see if we're the right fit for each other. If you'd like to kick things off with a quick call, book some time on my calendar here: [Insert Meetings link]

PS. The coffee is on us - even if it's a virtual meet! I will just send you a voucher, because coffee makes everything better.

Cheers,  
[Your Name]



# Cold 5. Outreach Email *Template*

Hi [Prospect Name],

Third times a charm!

As you can tell, I am very keen to speak with the [XXX].

If I am barking up the wrong tree, could you point me at the right person to speak to? If I am at the correct tree, can we speak?

PS. The coffee is on us - even if it's a virtual meet! I will just send you a voucher, because coffee makes everything better.

Cheers,  
[Your Name]

