



9 Amazing Cold Email Templates for Sales

Use proven email copy that has generated millions in revenue and booked thousands of sales calls.

#1) Our Go To Template

Subject: Quick question

Hi {{FirstName}},

Came across {{Lead.Name}} and noticed <personalized compliment>.

We help <soft pitch> so I figured it made sense to connect. We actually just <half sentence case study>. Let me know if this is something you're interested in. If not, happy to connect and <provide value>.

Mind if I send over a few times?

Best,
{{Sender.FirstName}}



#2) Proof Based Pitch

Subject: Do you know <their competitor>

Hi {{FirstName}},

We help <soft pitch> and we actually just helped <their competitor> to <growth metric> so I figured it might make sense to connect.

Open to a quick call? Happy to share how we did.

Best,
{{Sender.FirstName}}

#2) Proof Based Pitch

Subject: Do you know <their competitor>

Hi {{FirstName}},

We help <soft pitch> and we actually just helped <their competitor> to <growth metric> so I figured it might make sense to connect.

Open to a quick call? Happy to share how we did.

Best,
{{Sender.FirstName}}

#3) Double Tap 1/2

Subject: Quick Question

Hi {{FirstName}},

Congrats on the <recent achievement>.

I'm hoping to connect about how we can help <soft pitch>.

If you're interested, would love to connect: <leave blank intentionally>

Best,
{{Sender.FirstName}}



#3) Double Tap 2/2

Subject: NA (SEND IN SAME THREAD)

Whoops, almost left out my calendar link. Here you are: <Calendar Link>

Hope to talk soon.

-{{Sender.FirstName}}



#4) Coming Into Town

Subject: Visiting {{Lead.Location}} next week

Hey {{FirstName}},

Going to be in {{Lead.Location}} next week and would love to help you <how you help>.

Open to grabbing a coffee? At the very least, happy to meet and expand our networks.

Best,
{{Sender.FirstName}}

#4) Coming Into Town

Subject: Visiting {{Lead.Location}} next week

Hey {{FirstName}},

Going to be in {{Lead.Location}} next week and would love to help you <how you help>.

Open to grabbing a coffee? At the very least, happy to meet and expand our networks.

Best,
{{Sender.FirstName}}

#5) The AIDA Template

Subject: Just read your blog post

Hey {{FirstName}},

Really enjoyed your blog post about <Blog topic> yesterday.

We built our name on supporting <Blog topic> and companies like <Big Company> and <Lead's Competitor> have been using us for years.

How about we schedule a quick chat later this week to see if we can support {{Lead.Name}} too?

Best,
{{Sender.FirstName}}



#6) Value Based Pitch

Subject: Need more <metric you help>?

Hi {{FirstName}}

I wanted to see if <increasing X OR decreasing Y> is something you'd be interested in discussing.

Let me know, I'd be happy to walk through how itl works.

Mind if I send over a few times?

Best,
{{Sender.FirstName}}

#7) Soft Reminder (Follow Up)

Subject: NA (SEND IN SAME THREAD)

Did you ever get around to reviewing this?



#8) The Trickster (Follow Up)

Subject: Let's reconnect

Hi {{FirstName}},

I had a note to follow up so I just wanted to reconnect here. Are you still looking to <how you can help them>?

-{{Sender.FirstName}}

#9) Let's Reiterate (Follow Up)

Subject: NA (SEND IN SAME THREAD)

Hi {{FirstName}},

I'm reaching out because we help <soft pitch> so I figured it made sense to connect. We actually just <half sentence case study>. Let me know if this is something you're interested in. If not, happy to connect and <provide value>.

Mind if I send over a few times?

Best,
{{Sender.FirstName}}



We make it easy to drive B2B revenue... almost too easy.