{Company}: Cold Email Campaign

Read this first:

Treat these like frameworks, not copy/paste templates. Understand the WHY behind the content of these emails and adapt them to your business and your audience.

Framework Guidelines:

- The earlier in the campaign, the shorter the emails should be.
- The earlier in the campaign, the softer the CTAs should be.
- If you have *real*, relevant, focused personalization….great, add it! If you do NOT have this, don't fake it with manipulative tactics. Put your energy into being relevant.

Campaign Structure:

- Email 1: Icebreaker
- Email 2: Proof A
- Email 3: How it works
- Email 4: Proof B
- Email 5: See you later

Sequence Name: [PERSONA] & [PAIN POINT]

EMAIL #1: ICEBREAKER
Hi [NAME], [CALL OUT A VERY SPECIFIC PAIN POINT]. That's actually what we do at [YOUR COMPANY] - results are typically [MEASURABLE OUTCOMES]. Interested?
Notes: ● Be highly relevant. Focus on ONE primary pain point your prospect is feeling. ● Do NOT add fake personalization (no flattery, no small talk, no fluff), ● Limit yourself to a few lines. Make it as short as possible. ● End with a soft CTA that prompts the reader to reply. Make it easy for them to say yes or no.

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- This is the most flexible email of the campaign - if you have a particular hook that is not based on their content, feel free to try it out (as long as it's focused on the main pain point).

EMAIL #2: PROOF A - GO BROAD

Hi [NAME],

If you're looking for [SPECIFIC SOLUTION], you might be looking for tangible results. A few of ours:

- Helped [IMPRESSIVE COMPANY] achieve [OUTCOME].
- Helped [IMPRESSIVE COMPANY] achieve [OUTCOME].
- Helped [IMPRESSIVE COMPANY] achieve [OUTCOME].

I won't pretend to know the ins and outs of your business, but I think we might be able to help [ACHIEVE OUTCOME / OVERCOME PROBLEM].

Worth a chat?

Notes:
- This email *is* a little focused on you, which is why it's important to highlight the customer outcomes. Don't just stick to features here.
- Keep these points all connected to the main pain point you're targeting in this campaign.

EMAIL #3: HOW IT WORKS

Hi [NAME],

When I speak to [SAME ROLE AS READER]s, I hear a lot of questions about *how* [PROBLEM] can be solved in [TIMEFRAME]. Here's a high level breakdown of our approach:

Step 1: [one-liner from their POV]
Step 2: [one-liner front their POV]
Step 3: [one-liner front their POV]

In [TIMEFRAME], you can go from [PROBLEM] to [OUTCOME].

If you're up for a quick call, I can show you exactly what it'd look like for you.

Book a time here [link]

Notes:
- Use their POV. Make it about them, not all about you.
- The aim of this email is to clarify the process and allow the reader to imagine what it'd be like to actually work with you.

EMAIL #4: PROOF B - GO DEEP

Hi [NAME],

Thought you'd find this relatable - we recently helped [COMPANY/COMPANY TYPE] overcome [SHARED PROBLEM].

Problem: [their problem, in one line]
Solution: [our approach, in one line]
Result: [the outcome, in one line, pref. measurable]

If you're interested in doing the same, let's talk!

Grab a time with me here [link]

Notes:
- The more relevant the case study, the better.
- If you don't have formal case studies, outline a relevant customer story.
- If you don't have customer stories….go get some customer stories and case studies!

EMAIL #5: SEE YOU LATER

Hi [NAME],

We haven't had a chance to connect, but I wanted to leave you with something you'd find useful.

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Here's our [MOST RELEVANT RESOURCE]. It'll help you deal with the challenges around [PAINFUL PROBLEM].

All the best!

Notes:
- Pick something *genuinely* useful. This could be blog content, a link to your academy, a relevant podcast/YouTube video, a tutorial, etc.
- Sign off without a CTA. The idea here is that you can return to this conversation in the future and check in with the person. That's why we call this a "See You Later" email instead of a "breakup".