

23 Email Templates for all Occasions

A HANDY-DANDY TOOL FOR SALES
& MARKETING PROFESSIONALS

ALLOUT





Howdy! Thanks for downloading.
Here's how to make the most of this document.

We encourage you to copy the email templates in this document and insert the right <custom message> based on your Buyer.

These are email templates that you should be using when sending 1:1 personalized emails to your Buyers. In addition to these email templates, consider including an automated nurture sequence as well for additional touchpoints.



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Cold Outbound Emails

The Good Samaritan

The best way to take a relationship from zero to something with your prospective Buyer is to present yourself as an unexpected source of value. Similar to the Good Samaritan who lets a stranger know that their headlights are on, or finds a wallet and contacts its owner, offering assistance to a stranger is the fastest way to make a new friend.

Why Be a Good Samaritan in Sales?

- Demonstrating a genuine willingness to help, without immediate expectation of gain, establishes a foundation of trust and goodwill.
- By focusing on the Buyer's needs, concerns, and objectives, rather than solely on the sale itself, you convey your commitment to providing value and addressing the Buyer's best interests.
- This approach not only fosters a positive first impression, but also sets the stage for a long-term, mutually beneficial relationship built on trust.

How to Be a Good Samaritan in Sales?

STEP 1: Research your Ideal Customer Profile (ICP) and Ideal Buyer Persona (IBP)

When determining how best you can be helpful, start with researching the person you are reaching out to along with the company they are working for. Try to identify Priorities that they are looking to achieve. This can be found in various sources, including shareholder communications, recent news, and social media posts. When in doubt, you can always count on some standard Priorities that are applicable to all companies – Increase Revenue, Minimize Costs, and Improve Productivity.

STEP 2: Identify the Challenges related to their Business Priorities

Now that you have the Business Priorities, identify the Challenges that would prevent them from achieving their Business Priorities. In an ideal situation, not only will you identify Known Challenges that your Buyer is already aware of, but you will also provide new insights into Unknown Challenges that they hadn't considered before.

STEP 3: Create a hook between those Challenges and how you can help

Determine how you can help them solve their Challenges, and offer it up in a way that has no strings attached. Make the offer easy and guilt-free for the Buyer to take up. That could be an

article educating them on a Challenge they were previously unaware of, or an invitation to learn more about how other companies have solved similar Challenges in the past. Find something that you know will be helpful.

Customize messaging that you develop from Steps 1 to 3 for your cold email outreach.

Email #1: Cold Email w/ Personalization

Subject Line: <2-5 words touching on the research that you have done related to the Buyer, their Priorities, and Challenges>

Hi <First Name> – loved seeing <mention an article, news item, Youtube video, podcast, social post, etc., from your research, either specific to the Person or Company>. I especially liked when <include something specific that is related to a Priority>. How are you solving for <insert Challenge related to the Priority>?

If it's helpful, I'd be happy to share <offer / shareable asset that addresses the Challenge or Priority mentioned previously>

Curious to learn more?

[Signature]

Email #2: Cold Email w/ Personalization + Meeting Invite

Subject Line: <2-5 words touching on the research that you have done related to the Buyer, their Priorities, and Challenges>

Hi <First Name> – loved seeing <mention an article, news item, Youtube video, podcast, social post, etc., from your research, either specific to the Person or Company>. I especially liked when <include something specific that is related to a Priority>. How are you solving for <insert Challenge related to the Priority>?

If it's helpful, I'd be happy to share <offer / shareable asset that addresses the Challenge or Priority mentioned previously>

Curious to learn more? Feel free to book some time in my calendar here <calendar link>.

[Signature]

Email #3: Cold Email w/ Personalization + Asset

Subject Line: <2-5 words touching on the research that you have done related to the Buyer, their Priorities, and Challenges>

Hi <First Name> – loved seeing <mention an article, news item, Youtube video, podcast, social post, etc., from your research, either specific to the Person or Company>. I especially liked when <include something specific that is related to a Priority>. How are you solving for <insert Challenge related to the Priority>?

I thought I'd share <name and link to asset>, since it helped me solve a similar challenge with a client recently.

Want to learn more? I'd be happy to share more around this topic if it's useful..

[Signature]

WHAT TO DO BETWEEN EMAIL #1 AND EMAIL #2

- Wait at least 2 days
- Check on Email Open and Click-Through results
- Check their LinkedIn profile for any updates

Email #4: Follow-up Only

Subject Line: Re: <Previous Subject Line>

Hi <First Name>, thoughts?

Email #5: Follow-up + Asset

Subject Line: Re: <Previous Subject Line>

Hi <First Name>, thoughts?

Also wanted to send over this <name and link to asset> that I came across last week about <topic relevant to your Buyer based on Priorities / Challenges>.

Email #6: Follow-up + CTA

Subject Line: Re: <Previous Subject Line>

Hi <First Name>, thoughts on my previous note? Happy to discuss async or jump on a <insert duration> call. <insert calendar link>

Email #7: Follow-up + Intro Request

Subject Line: Re: <Previous Subject Line>

Hi <First Name>, thoughts on my previous note?

I have also been working closely with people like <insert name of Buyer's colleague> on your team. If you think it would be best to connect with <insert pronoun>, would you mind connecting us?

WHAT TO DO BETWEEN EMAIL #2 AND EMAIL #3

- Wait at least 2 days
- Check on Email Open and Click-Through results
- Add non-email touchpoints:
 - Phone Outreach
 - LinkedIn Outreach
- Based on response rate, consider continuing 1:1 outreach or breaking up

Email #8: Follow-up #2 + Asset

Subject Line: Re: <Previous Subject Line>

Hi <First Name>, thought I'd share this <name and link to asset> related to my previous note.

Is <insert related Priority / Challenge> a priority for you at this time?

If so, I'd be happy to share more information on the work we've been doing with companies like <insert companies> in this area.

<insert calendar invitation>

<Signature>

Email #9: Follow-up #2 + Break-up + Asset

Subject Line: Re: <Previous Subject Line>

Hi <First Name>, sorry we haven't been able to connect.

I'm assuming that means either:

#1. You're all set right now when it comes to <insert Priority / Challenge>, and I can't bring much additional value to you.

or

#2. Now is not the right time to connect based on your other priorities.

In case it's #2, feel free to reach back out whenever you have a moment and I would be happy to prioritize some time in my calendar to connect. Sharing this <insert name and link> in the meantime in case it's helpful.

Either way, here's to an amazing <insert upcoming quarter / year>!

<Signature>

<insert calendar link>

Email #10: Follow-up #2 + Break-up + Intro

Subject Line: Re: <Previous Subject Line>

Hi <First Name>, sorry we haven't been able to connect.

I'm assuming that means either:

#1. You're all set right now when it comes to <insert Priority / Challenge>, and I can't bring much additional value to you.

or

#2. Now is not the right time to connect based on your other priorities.

Is there someone else in the organization who you think this conversation might be valuable for at this time? If so, I'd love an introduction.

Either way, here's to an amazing <insert upcoming quarter / year>!

<Signature>

<insert calendar link>

Warm Outbound Emails

Working with "Something"

Warm outbound emails are emails that are sent to leads where there is some level of previous relationship to work from. The lead has previously:

- Interacted (or will be interacting) with your company directly:
 - Attended a webinar
 - Registered but didn't attend a webinar

- Requested a gated asset
 - Interacted with your social media account(s)
 - Signed up to an opt-in list
 - Attended a booth at a conference
 - Will be attending an upcoming conference
- Has a relationship with someone in your company or network
 - Has a relationship with a Competitor
 - Has a relationship with a Partner

Personalization and Relevance

Where possible, include personalization and relevance to the contact and/or company you are reaching out to. Take the personalization prompts from the Cold Outbound Emails section and use them here as well.

Webinar Attendee Email #1

Subject Line: Re: <Reference to webinar>

Hi <First Name>, great to see that you attended the webinar <insert relevant time, “yesterday,” “last week,” etc.>

Everything we shared will help as you <insert Priority or Challenge related to webinar>

But as we discussed:

The real value comes when we apply what we covered with your organization directly. That is why we are offering <include offer> for webinar attendees like yourself.

As promised, here is the material that we covered <include link to slides and other webinar materials>

<Signature>

<insert calendar link>

Webinar Attendee Email #2

Subject Line: Re: <Q&A from the webinar>

Hi <First Name> – we’ve been speaking with a number of attendees from the webinar.

We wanted to turn some of our great conversations into a Q&A document that you can read here <insert link>

Are there any unanswered questions you'd like to ask that we haven't covered?

<Signature>

<include webinar offer>

<insert calendar link>

Webinar No-Show Email #1

Subject Line: <Reference to the webinar>

Hi <First Name>, sorry we missed you at the webinar <insert relevant time: "yesterday," "last week," etc.>, but great call in signing up for it.

Everything we shared will help you <insert Priority or Challenge>.
<insert webinar link>

But as we discussed:

The real value comes when we apply what we covered with your organization directly. That is why we are offering <include offer>.

Also including here the materials that we covered <include link to slides and other webinar materials>

<Signature>

<insert calendar link>

Webinar No-Show Email #2

Subject Line: <Reference to the webinar>

Hi <First Name> – we've been having some great conversations with a number of attendees from the webinar.

We wanted to turn them into a Q&A document that you can read here <insert link>

Are there any unanswered questions you'd like to ask that we haven't covered?

<Signature>

<include webinar offer>

<insert calendar link>

Gated Asset Email #1

Subject Line: <Reference to the gated asset>

Hi <First Name> – great to see that you recently requested <gated asset>.

How did you find it?

People who download this resource are usually:

- 1) Just educating themselves on <gated asset topic>.
- 2) Wanting to educate themselves and learn more about who we are.
- 3) Wanting to connect with us.

Any of the above options sound like you?

Either way, I'm happy to help.

<Signature>

Gated Asset Email #2

Subject Line: <Reference to the gated asset>

Hi <First Name> – thoughts on my previous note?

I also wanted to share an article on <item related to gated asset> in case it's helpful.

<Signature>

Social Media Email #1

Subject Line: Your recent comment on <insert social>

Hi <First Name> – wanted to personally reach out to say I loved your <insert social media engagement>, especially when you mentioned <insert comment if applicable>. We couldn't agree more.

We love when folks like you connect with us on our socials.

I just sent you an invitation to connect in case you want to continue the conversation 1:1.

<Signature>

PS – sharing this article <insert article> based on its relevance to your comment.

Opt-in Email #1

Subject Line: <Reference to email newsletter>

Hi <First Name> – my team in marketing let me know that you recently signed up for <opted in email sequence>. Great call in signing up, and happy reading!

Has it been valuable?

Folks who sign up to hear from us usually fall into one of three buckets:

- 1) You just want to stay educated on <insert topic>
- 2) You want to solve a related business challenge in the next year or so
- 3) You need to solve a business challenge now

Any of those sound like you?

Let me know and I would be happy to recommend next steps.

<Signature>

Conference Booth Email #1

Subject Line: <Reference to conference>

Hi <First Name> – great to see that you attended our booth <insert date reference> at <insert conference>. As I'm sure you've already seen, our team helps companies <insert value proposition>

How was the conference for you?

I had some great conversations at the booth and during sessions around <include relevant topics>.

Happy to share some of the key insights I picked up on if it's helpful.

<Signature>

Pre-Conference Email #1

Subject Line: <Reference to conference>

Hi <First Name> – great to see that you'll be attending <insert conference>. My team and I will be attending as well.

What are your goals for the conference? Are you wanting to get more insights on <insert relevant conference topic>?

If so, I'd be happy to connect with you during the conference or beforehand.

<Signature>

<insert calendar link>

Relationship Email #1

Subject Line: <Include name of mutual connection>

Hi <First Name> – <Referral Name> from <insert relationship> recommended I reach out to you.

We were hoping to connect with someone at <insert company name> to discuss <insert Priority, Challenge, or Company-specific detail>.

Does it sound like it would be worthwhile for us to connect with you or someone else from the team?

<Signature>

<insert calendar link>

Competitor Email #1

Subject Line: <Include name of competitor>

Hi <First Name> – I noticed that your team is currently using <insert competitor name> for its <insert use cases>.

Is it working how you had hoped?

We often work with clients who previously used <insert competitor name> but found that <insert limitation from competitor>.

<Insert your company name> solves for this by <insert value proposition>

Curious to learn more?

<Signature>

<insert calendar link>

Partner Email #1

Subject Line: <Include name of partner>

Hi <First Name> – I noticed that your team is currently using <insert Partner name> for its <insert use cases>.

Great to hear! Our team works closely with <insert Partner name> to <insert nature of Partnership>.

We often work with clients who are using <insert Partner name> but also need <insert additional need>.

<Insert your company name> solves for this by <insert value proposition>

Curious to learn more?

<Signature>

<insert calendar link>