

Different Cold Outreach Strategies

Straight For The Call

Idea from another niche

Hi Steve, <Insert personalized compliment>

I saw an idea for <insert email/funnel idea> working for <insert different but related industry.>

I believe it could possibly help you increase your sales for <Insert product> and think it would be interesting to test it out for you (in zero risk way)

Are you interested in seeing what I had in mind?

<Signature>

Looking for a partner in the X niche

Hi Steve, <insert compliment>

I've found a new <insert funnel idea/tease here> that is producing massive results in every industry I've seen it tested in.

However no one in <their niche> is doing it.

I'm looking for a <their niche> brand to partner with to run this new <insert funnel idea/tease>

Whoever I pick to implement this with will most likely experience a significant growth in customers over the next 30-60 days.

I'm currently considering <Insert top competitor #1> and <Insert top competitor #2> but wanted to consider you as well.

Do you have the capacity to take on significantly more customers over the next 30 days?

<Signature>

PS - I'll be making my final decision on my partner brand in <their niche> on <Insert date 4-5 days from today>

You have a problem

Hey there Steve.

<Insert personalized problem, not compliment>

I think you could easily fix this by <Tease solution>

If I'm off base here, let me know.

If not, and you'd like to see what I have in mind for fixing <problem>, do you have time this week for a 15 min call to discuss?

<Signatures>

High Probability Selling

Hi Steve

<Insert personalized compliment>

I help <insert their niche> brands <Insert a dream outcome you can help them do>

Is that something you're interested in?

If not, that's ok, please let me know.

<Signature>

Complete honesty

Hi Steve

<Insert compliment>

I'm going to be 100% upfront/honest/clear with you.

I think your brand is cool and I want to provide copywriting/digital marketing services for you.

I have a few ideas for how to <insert dream outcome> by <drop some curiosity elements>

But honestly that's just my best guess since I've only seen your business from the outside looking in.

If you're interested, I'd like to have a quick zoom call with you to learn more about your brand and brainstorm ways I can help you.

What does your calendar look like this week?

<Signature>

Indirect Methods

Free Value

Message 1

Subject Line : You've nailed it, Not aced it

Hi Brandon,

After a month off, I was surprised to see my gym mate with his structured face.

I asked him the reason behind his transformation and showed me your YouTube video straight away.

It's off the track how you came up with this outstanding way to encourage people to look hot.

As I got curious about your jawline stretcher device, I navigated to your Jawzrsize YouTube channel's about page to see your presence on any website.

Well, you were on a website as I expected!

As I was surfing your page, I realized that your Jawzrsize Custom Fit Series can be used by Men and Women too!

It's crazy because there's nothing can be hotter than a Women with detailed jawline, right? 😊

But,

It was strange when my subconscious mind popped out an uncommon way to influence people to your site.

Hooking up individuals from the outside world will not waste your potential on pumping demands for your beneficial jawline stretcher device.

I get that you're a busy man.

Just a simple "Yes" wouldn't waste your quality time.

Regards,

<Insert free value package/type>

Would you like me to send it over as a free gift?

<Signature>

Message 2

Hey Steve,

I've attached the <free value package/type> below.

If you like what I put together I suggest we do a quick call this week to brainstorm other ways I can bring value to what you're doing.

If not, just let me know so I can take you off of my follow up list.

Sound fair enough?

<Signature>

Dream 100/networking

Message 1

Hi Steve

<Insert Genuine, relevant compliment based on something that they recently put out>

<Signature>

Message 2

<Question about their brand/marketing to trigger discussion around their goals>

Message 3

Hi Steve,

I was thinking about <Something you either talked about or a need they might have> and decided to put together a <name of deliverable> as a gift to help.

(it's attached below)

If you like it, I have some other ideas to help with <insert goal you've discussed with them> i'd like to discuss with you.

If not, no worries!

<Signature>