Example Email Outreach Scripts

Example Email Scripts

Email 1

Subject: <NAME>, 1st Product Designer Role at <COMPANY>

Hi <NAME>,

I am the <YOUR TITLE> of <COMPANY>, a "company building <YOUR ELEVATOR PITCH>. I am reaching out in regards to a <ROLE> role on our core team.

We are looking for our first <ROLE> to <MAIN IMPACT/ AREA OF CONTRIBUTION> . I think your experience is exactly what we are looking for. In particular, I thought your work on <CANDIDATE COMPANY/ PROJECT> and <CANDIDATE COMPANY/ PROJECT> very impressive.

A few facts about our team and product

- <DETAILS ABOUT FOUNDING TEAM, LINK TO LINKEDIN; COMPANY BACKGROUNDS, OPEN SOURCE CONTRIBUTIONS, ETC.>
- <DETAILS ABOUT THE SPACE YOU ARE TARGETING AND SIZE OF MARKET>
- <DETAILS ABOUT COOL TECH YOU ARE USING/ GOING TO USE>
- <DETAILS ON PROGRESS OF PRODUCT/ INCLUDES RECENT PRESS>
- <EXAMPLE OF CUSTOMER OR MISSION-DRIVEN IMPACT>

If you have some time, I'd love to chat more about <COMPANY> and the impact you could make here. Let me know if there is a date/time that might work to connect.

Best,

<YOUR NAME>

Email 2: 6 Days Later

Subject: <NAME>, following up on <ROLE>

Hi <NAME>,

Following up on mu previous email about our <ROLE> role. IN case you haven't seen it yet, here is <DETAILS ABOUT RECENT PRESS, PRODUCT ANNOUNCEMENT, KEY HIRE, NOTABLE

ADVISOR>. We're continuing to aggressively grow and I think you would be a great fit for the core team.

Are you free for a 15 minute call this week?

Best,

<YOUR NAME>

Email 3: 6 Days Later

This message should be sent through a different channel - work email, LinkedIn, Twitter DM, etc. Wherever you think you have the next best shot at reaching them.

Subject: <NAME>, following up on <ROLE>

Hi <NAME>,

Following up on mu previous email about our <ROLE> role. IN case you haven't seen it yet, here is <DETAILS ABOUT RECENT PRESS, PRODUCT ANNOUNCEMENT, KEY HIRE, NOTABLE ADVISOR>. We're continuing to aggressively grow and I think you would be a great fit for the core team.

Are you free for a 15 minute call this week?

Best,

<YOUR NAME>

Email 4: 3 Days Later

Sent to original email from Days 1 & 2.

Subject: RE: <NAME>, checking-in

Hi <NAME>,

Hope you are having a great week. Are you free for a quick chat in the next few days?

Best,

<YOUR NAME>