

# Cold Outreach #17

SL:

- Don't Miss Out on <Benefits for product>
- Let's talk about <[insert benefit] for x product>
- How is your [offer] working for you?
- The short <[trend/topic] for product>
- 5-minutes for a <[insert dream outcome] idea>
- Is your x giving y results
- 3 x methods for your brand
- <x ideas> to play in the big game

Body:

Remember you're a competent writer who's here to provide value and now take  
Has to be real

- ☐ Disruptive intro
- Don't stop what you're doing
  - ☐ Specific compliment on a recent video or a specific value they're providing
  - ☐ Build up to solution; specific dream/pain state relating to them
- Extend the compliment to what they want with a specific area of their business
- Do research here for each niche
  - ☐ Reveal the solution/tease mechanism
- relating to the offer you'll be making except it'll be a big part of it
- tease pain/desire of audience specifically relating to their product
- attach the illustration for the funnel (make this and reuse + make any adjustment t)
- i.e. FV = in-opt pop then this would be a lead funnel
  - ☐ CTA; make an enticing offer that they cannot decline for a specific part of their problem
- create an FV for something you can fix immediately; make sure it'll be of worth to them
- make a offer that'll be stupid for them to turn away (a free x)
- You're here to provide value and now take from them

Best,  
Kim[ing]

# Followup:

1

Hey <box\_name>,

Just checking in briefly to make sure you saw my previous email. Obviously, being a business owner, you have a lot more to worry about and should stop everything because of one email.

<restate the solution mentioned for the specific area of their business>

<Restate dream state and what results it'll bring>

As mentioned before <Insert the FV>

Would you like that?

Best,  
Kim[ing]

2

Hello <name>,

I just wanted to remind you to check the ideas I highlighted in the first email. If you could give it a read and let me know what you think, I'd appreciate it.

To reiterate, by using <mechanism> for your <insert big area of the FV>.

You'll be able to get <Dream statet>.

The funnel for this idea is illustrated in the attachment of the first email,

If you could have a look and let me what you think, I'd appreciate it.

Otherwise, I hope you're having a good day and look forward to hearing from you soon.

To be clear, I'd be willing to make a free <insert relevant FV mentioned> which is apart of the <insert funnel>. Would you like that?

Best regards,  
Kim[ing]

## Walkaway

Good morning <name>,

It's been a few days and I haven't heard from you, I just want to remind you I have <insert mechanism> for you, that will be able to provide <dream state?>.

If you decide this will be useful to you in the future, feel free to reach out.

Thanks!  
Kim[ing]