

## Cold Email Sales Pitch

SUB: 26 seconds (or less)

Hi [prospect name]

I'll keep this short and sweet to make the 26 seconds it takes to read this worth your time (yes, I timed it.)

As a [job title] at [company], I get to speak with people like you about [achieving X]. [Prospect company] is on my radar because we've helped a lot of companies in [X space] with [business area].

Could we schedule a 15 to 20-minute call to discuss your strategy for Y -- what excites you, which challenges you see, and how you envision your plan changing down the road? Even if you decide not to continue the conversation after our call, you'll leave with some advice for [business area] that will make an immediate impact.

Best,  
[Your name]