

20 High-Converting Cold Email Templates

For Freelancers and Remote Job Seekers

Replace all [brackets] with your specific details before sending.

LinkedIn Ghostwriting

Email 1

Subject: Your LinkedIn presence is leaving money on the table

Hi [First Name],

I came across your profile and noticed you have an impressive background in [industry] but your LinkedIn content does not reflect the authority you have built.

I help C-suite executives like you turn their LinkedIn into an inbound client machine using AI-powered content. My clients typically see a 3x increase in profile views within 60 days.

Would you be open to a 15-minute call this week to explore if this is a fit?

Best,

[Your Name]

Email 2

Subject: I wrote a LinkedIn post for you — take a look

Hi [First Name],

I took 10 minutes to write a LinkedIn post based on your recent work at [Company]. Here it is:

[Insert sample post here]

I do this every week for executives who want to build their personal brand without spending hours writing content.

If you like what you see, I would love to discuss how we can work together.

[Your Name]

Email 3

Subject: Quick question about your LinkedIn strategy

Hi [First Name],

I noticed [Company] has been growing fast but your personal LinkedIn profile has not been updated in a while.

Founders and executives who post consistently on LinkedIn generate 5x more inbound opportunities than those who do not.

I manage LinkedIn content for 3 C-suite executives right now and I have one spot available. Would this be worth a quick conversation?

[Your Name]

Social Media Management

Email 4

Subject: Your social media could be doing more for your business

Hi [First Name],

I was browsing [Company]'s social media pages and noticed your last post was [X days] ago. For a business of your size, that is a missed opportunity every single day.

I help businesses like yours stay consistent on social media without the owner lifting a finger. I handle content creation, scheduling, and engagement using AI tools that keep your brand active and relevant.

Can we jump on a quick call this week?

[Your Name]

Email 5

Subject: 3 content ideas for [Company] this week

Hi [First Name],

I put together 3 content ideas specifically for [Company] based on what is trending in your industry right now:

1. [Content idea 1]

2. [Content idea 2]
3. [Content idea 3]

This is the kind of content I create every week for my clients. It keeps their audience engaged and their brand top of mind.

If you want me to handle this for you every week, let me know and we can talk details.

[Your Name]

Email 6

Subject: Your competitors are posting daily — here is how to catch up

Hi [First Name],

I noticed [Competitor] has been posting daily on Instagram and growing their following fast. Meanwhile [Company]'s last post was [X days] ago.

I manage social media for businesses in your space and I can have your pages active and consistent within 48 hours of us agreeing to work together.

Would a quick 15-minute call make sense?

[Your Name]

AI Video Creation

Email 7

Subject: AI video ads that convert — built for [Company]

Hi [First Name],

I create AI-powered video ads for businesses that look like they cost thousands to produce but take a fraction of the time and budget.

I noticed [Company] is not running video ads currently. Video content generates 3x more engagement than static posts and converts at a significantly higher rate.

I would love to send you a sample video created specifically for your brand. Would that be useful?

[Your Name]

Email 8

Subject: I made a quick video concept for your brand

Hi [First Name],

I put together a quick AI video concept for [Company] based on your current product offering. I can send it over in the next 24 hours if you are interested.

I specialize in creating high quality AI video content for brands that want to stand out without spending a fortune on production.

Just reply with a yes and I will send it straight to your inbox.

[Your Name]

Email 9

Subject: Video content is the fastest way to grow [Company] right now

Hi [First Name],

Short form video is the highest performing content format right now and [Company] is not using it yet.

I create AI video content for businesses that drives real results. No camera. No studio. Just high quality videos that represent your brand professionally.

I have one spot available for a new client this month. Would you like to see examples of my work before we talk?

[Your Name]

Marketing Manager (Remote Job)

Email 10

Subject: Marketing Manager with [X years] experience — open to remote opportunities

Hi [First Name],

I came across [Company] recently and was impressed by [specific thing about their product or growth].

I am a marketing manager with [X years] of experience helping [type of companies] grow their customer base through [specific channels]. In my last role I helped increase [metric] by [percentage].

I noticed you are scaling fast and I would love to explore how I could contribute to your marketing team remotely.

Would you be open to a brief conversation?

[Your Name]

Email 11

Subject: I can help [Company] grow faster — here is how

Hi [First Name],

I have been following [Company]'s growth and I noticed an opportunity to improve your [content strategy / paid acquisition / email marketing].

I am a remote marketing manager specialising in [area] and I have helped companies similar to yours achieve [specific result].

I am not looking for just any job. I am specifically interested in [Company] because [genuine reason].

Is there a conversation to be had here?

[Your Name]

Designer (Remote Job)

Email 12

Subject: Designer who loves what [Company] is building

Hi [First Name],

I have been following [Company] for a while and I think your product is solving a real problem. I also think there is an opportunity to make the design experience even stronger.

I am a [UI/UX/Brand] designer with [X years] of experience working with [type of companies]. I redesigned [Company or product] and improved [metric] significantly.

I would love to share my portfolio and explore if there is a fit for a remote role on your team.

[Your Name]

Email 13

Subject: Quick design observation about [Company]

Hi [First Name],

I spent some time on [Company]'s website and product and I noticed a few areas where small design improvements could meaningfully improve conversion and user experience.

I am a remote designer who specialises in [area] and I have helped companies like [example] improve their [metric] through better design.

Would you be open to seeing a quick design suggestion I put together for your team?

[Your Name]

Developer (Remote Job)

Email 14

Subject: Developer interested in building with [Company]

Hi [First Name],

I have been using [Company]'s product and I am genuinely impressed by what you have built. As a [frontend/backend/fullstack] developer with [X years] of experience in [tech stack], I can see a few areas where I could add immediate value.

I am currently exploring remote opportunities and [Company] is at the top of my list because [specific reason].

Would a quick call make sense?

[Your Name]

Email 15

Subject: I noticed a bug on [Company]'s website — and I fixed it

Hi [First Name],

While browsing [Company]'s website I noticed [specific issue]. I took 30 minutes and put together a fix. You can see it here: [link or description].

I am a [type] developer with [X years] of experience and this is how I work. I see problems and I solve them.

I am looking for a remote role where I can do this every day. Is there a conversation worth having?

[Your Name]

QA and Support (Remote Job)

Email 16

Subject: QA specialist who has been testing your product

Hi [First Name],

I have been using [Company]'s product and I spotted a few issues that your team may not have caught yet. I documented them with steps to reproduce and screenshots.

I am a QA specialist with [X years] of experience and I genuinely enjoy finding the things that break products before users do.

I am looking for a remote QA role and [Company] is at the top of my list. Would you be open to seeing my findings?

[Your Name]

Email 17

Subject: Customer support specialist who understands your product

Hi [First Name],

I have been a customer of [Company] for [X months] and I understand your product deeply from a user perspective.

I am a customer support specialist with [X years] of experience helping SaaS companies reduce churn and improve customer satisfaction. I helped [previous company] achieve a [metric] CSAT score.

I believe that kind of experience combined with genuine product knowledge is rare. Would you be open to a brief conversation about remote support opportunities?

[Your Name]

Content Writing (Freelance)

Email 18

Subject: Content that ranks and converts — for [Company]

Hi [First Name],

I reviewed [Company]'s blog and noticed most posts are not optimised for search. A few targeted changes could significantly increase your organic traffic within 90 days.

I am a content writer specialising in [industry] who helps businesses like yours attract and convert the right audience through strategic content.

I would love to send you a free content audit and one sample article. Would that be useful?

[Your Name]

Email 19

Subject: I wrote a blog post for [Company] — want to see it?

Hi [First Name],

I wrote a draft blog post specifically for [Company] targeting [keyword or topic your audience searches for].

I do this because I believe in showing rather than telling. If you like what you see, we can discuss a longer term content partnership.

Just reply and I will send it over today.

[Your Name]

Email 20

Subject: Your content strategy is missing one thing

Hi [First Name],

I noticed [Company] is publishing content but not consistently targeting the keywords your ideal customers are searching for.

I specialise in content strategy and writing for [industry] businesses. In the last 6 months I helped a similar company grow their organic traffic by [percentage] and generate [number] new leads per month from content alone.

Would a 15-minute call to discuss your content goals be worth your time?

[Your Name]

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