

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

Hi Steve,

<Insert personalized compliment>

While I was looking over your site I had an idea to help you increase sales for <Insert product name>

I actually went ahead and put together <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>