

The Cold Outreach Handbook

How to connect with your prospects and get them to buy from you



2021

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PART 1



THINGS TO KNOW ABOUT COLD OUTREACH BEFORE YOU GET STARTED

Anyone with an email inbox knows that, when it comes to sales, cold outreach is one of the most popular techniques today.

Yet, your potential clients are being constantly bombarded with emails and calls, including those from your direct competitors. So, if you want to stand out and get that reply, you're going to need to put some real effort in and dig a little deeper.

If the idea of creating a compelling outreach campaign seems a bit overwhelming, don't panic! We're here to help you with every step, from finding the right people to connect with and writing an email that will appeal to them, to making sure it hits the target and gets you the response you need.

We'll even show you how to add extra sprinkles of magic with personalization and additional touchpoints that'll have potential clients filling your inbox with replies.

WHAT EXACTLY IS COLD OUTREACH?

Before we go any further, it's important that we're on the same page with the basics.

Namely, when we refer to cold outreach, we're talking about reaching out to complete strangers (and potential customers) who've had no prior relationship with you. This can happen via email, phone calls, or on social media.

Just to set the record straight, cold outreach isn't to be confused with spam. The latter will typically use misleading subject lines and aggressively promotional messages sent in bulk without any personalization. Spam messages are untargeted and typically try to trick the recipient into opening or responding to the email.

Cold outreach, on the other hand, will typically use personalized messages to make contact with targeted potential customers and offer real value to them. Instead of tricking the recipients into responding, cold outreach relies on a professional, friendly tone and effective choice of words, to get your potential customer's attention and lay the groundwork for an ongoing customer relationship.

This is cold outreach and, love it or hate it, it has its purpose. If used properly, it can be one of the most efficient lead generation tools you can use to get high-

quality leads with minimal effort.

Better yet, when the leads generated from cold outreach actively respond to your campaign, their conversion rate is higher than leads gathered from other sources.

THE PURPOSE OF COLD OUTREACH

To understand how to effectively use cold outreach, you have to know its objective.

Many people think of this tactic as a sales tool and they are not wrong. Sure, the goal is to, at some point, make a sale. But does that mean you need to pitch your product or service at every step of your sequence? Absolutely not!

Yet, outreach focused on sales is less likely to generate leads than a genuine message providing value.

Your aim should be to start a conversation and engage the prospect in a two-way conversation, rather than sell your product. Unless you're in retail, a direct conversion from your email or a call is simply not going to happen.

Put yourself in your customer's shoes. Their inbox is flooded with emails daily, most of which they have zero interest in. An email saying "Grab our new data science course!" may be straightforward but it's impersonal and practically invisible in a crowded inbox.

Instead, providing tangible value, along with any marketing message is a great way to boost audience engagement.

For example, the subject line "Learn how to survive in the age of automation" promises valuable, useful information for readers interested in the topic. It's then easy to include sales information for your product/service, without appearing

like a pushy car salesman.

WHY COLD OUTREACH IS PERFECT FOR YOU?

Cold outreach has been given a bad rep, with overflowing inboxes, unwelcome calls, and annoyed prospects. So why should you spend your time learning this technique? The answer is simple:

Leads!

When done properly, cold outreach is one of the most efficient ways to generate high-quality leads and find new customers.

A high-performing outreach campaign is one that is personalized to the last detail. That kind of hard work can get you significant response rates of 50%, or even higher. If that's not a good enough reason for you, here are some more reasons cold outreach is perfect for you:

- 1** Cold outreach is a great way to get your brand out. Regular, consistent interactions with your target audience increase the likelihood they'll remember your company and brand.
- 2** As a side benefit, cold outreach can help with networking. Although it may seem slow, it's possible to build a strong network if you're committed to providing your recipients with practical value.
- 3** Once you've created your first great cold outreach campaign, you can use automation to create your next campaign with less effort. This means you can start generating leads with minimal investment, leaving you with more time to focus on converting them.

Lastly, starting a conversation with your potential customers is crucial for conversion and growth. That's why we've stressed it so many times: a customer who's aware of you and has connected with you is more likely to do business with you.

TLDR: BEST PRACTICES FOR EFFECTIVE COLD OUTREACH

Hopefully, you're now convinced of the benefits of cold outreach and you're ready to get started.

Follow these basic rules to make sure you're getting the best response rates possible:

- ✓ Using the right prospect list is the first step towards the cold outreach success. So, put some time and effort into curating a high-quality prospect list.
- ✓ Provide genuine value and personalize your messages. Your prospects want to be treated like people, not numbers in your CRM.
- ✓ Reach out with the aim of starting a conversation or building a relationship. Ensure the receiver would like what you're offering.
- ✓ Follow up is the key to ensuring better results so don't hesitate to check in with the prospects who haven't responded to your previous message.
- ✓ You don't have to do it yourself – tools like Reply can do all the heavy lifting for you, allowing you to scale your outreach while keeping it personal.

Now, let's break down the process of cold outreach, starting with the first major hurdle – picking the right prospects to connect with.

PART 2



GETTING STARTED

Before we talk engagement channels and personalization tactics, the first thing you need to identify is your prospect list. After all, it's the cornerstone of any outreach campaign and half the battle when it comes to its success.

IT'S ALL ABOUT THE QUALITY OF YOUR LIST

Plenty of us have this unfortunate belief that bulk emailing has very low returns.

The truth is, returns on cold outreach can vary greatly. The latest figures show an average CTR of anywhere between 4% and 13% depending on the industry. A highly targeted campaign can receive much better rates, and conversely, a poorly thought out campaign can do much worse.

So what's the difference between the guys who send ten thousand emails and get one response, and the guys who send a hundred emails and get twenty responses?

The answer is twofold – **data quality** and **targeting**.

Rather than compiling their own prospect lists, most people buy them instead. Due to the assumption of a low return, very little care gets put into curating the contact lists. The low quality of this data means that only a small percentage of the recipients might actually be interested in your product or service, further lowering the response rate.

The second aspect flows out of the first. Low quality data makes targeting your desired market that much harder. The worst case scenario? Sending emails to too many uninterested people can have you tagged as spam.

To avoid this, make sure to know your ideal customer profile (ICP) and build a high-quality contact list based on that data.

HOW TO BUILD A KILLER OUTREACH LIST

As mentioned above, buying a prospect list isn't an option if you want to get valid contacts to reach out to - and actually get any responses from them.

So how do you go about building a list?

The easy way to build a list is by sourcing the data in bulk using dedicated B2B databases. Here are some of our top-picks that can provide you with sizzling-hot prospect contacts based on your ICP:

- ✓ **Clearbit** — combines over 250 public and private data sources and allows you to sort through millions of data points.
- ✓ **ZoomInfo** — claims to offer “the most accurate and actionable B2B contact

data available in the market today” along with intent signals from across a variety of sources.

- ✓ **Datanyze** — helps you uncover, research and reach the right prospects based on their technology choices and buying signals.

While trusted providers can offer a decent data quality at scale, there’s a serious downside to this approach. This kind of services usually come at a cost. For example, Clearbit pricing starts at \$20,000 per year.

If you don’t have any spare cash to burn on costly lead databases - fear not! There are dozens of email finder tools that are more affordable, for example:

- ✓ **Reply: LinkedIn Email Finder and Outreach** — a Chrome extension that helps you find verified business email address on LinkedIn, both in-bulk and one by one.
- ✓ **Hunter** — allows you to get a list of all the names and addresses associated with a specific company (along with a confidence level for each result).
- ✓ **FindThatLead** — helps you discover business emails using the prospect’s first name, last name and website name.

See our detailed [research on the most popular email finders](#) along with the side-by-side comparison chart to help you choose the right tool.

While it takes some manual effort to find the prospect emails using these tools, it can also help you make sure you are targeting the right people and get to know them better along the way so you can personalize your outreach for higher effectiveness.

Also, you don’t have to focus on a single lead source - you can use both approaches in combination. Often does it happen that you need to use several tools to find one email address. You can also use tools like Clearbit or ZoomInfo to enrich your prospect profiles with more data points.

But regardless of the approach or tool you decide to use, you shouldn't trust it implicitly. The least you can do is rely on your experience and intuition in terms of business email patterns and their look.

CLEAN UP THAT DATA

Even if you take the time to hand-pick your prospects, this doesn't necessarily mean that the contact data is 100% valid and up to date.

To make sure your campaign works for you, not against, you need to verify the email addresses on your list. This is one of the key factors to your cold outreach success.

Before you have anything to do with open and reply rates, it goes about your deliverability. Incorrect emails carry danger as they result in bounces. The more bounced emails you have, the worse your server reputation is. Not to mention the more emails bounce, the less replies you have.

Here are some of the tools that will help you check if your data is valid and up to date:

- ✓ **MailTester** — one of the best services out there to verify if your email address is correct
- ✓ **FreeBulkEmailVerifier** — a service that can validate a bunch of email addresses at once
- ✓ **FreeEmailVerifier** — another service for email verifying
- ✓ **Kickbox.io** — paid email verification service
- ✓ **TrueMail** — bulk email verifier service



LET'S MAKE FRIENDS WITH SPAM FILTERS

One of the main reasons to keep your list clean is to avoid triggering spam filters. Yet, it's not the only thing that might invoke their wrath.

But here's the secret to getting past every single type of spam filter: you don't.

It would be pointless to list all the requirements to avoid all the spam folders. Reading a six hundred page book to write one amazing email is counterproductive, and that book would be out of date as soon as it was released anyway.

Instead, try following the following best practices to make sure that your mails don't wind up in the spam folder:

- 1 Use trusted IP address to send emails.** Every IP-address has its own rating: if it is low, then it is likely that the letter will be regarded as spam. Check the reputation of your IP on one of the IP presence in spam databases resources. For different types of messages (private business, mass customer newsfeed, mass "cold" emailing), use a different IP not to lose communication with all recipients.

- 2 Weed out the bounced email addresses from your list.** Emails bouncing is undesirable, but the issue crops up when you keep sending emails and they keep bouncing. A high bounce rate can lower your rating with ISPs, making it harder for you to get your emails delivered. Prune your contact list of these addresses as soon as possible.
- 3 Get yourself added to address books.** If your email address gets added to a recipient's address book, you can rest easy knowing you're whitelisted. Spam filters tend not to block incoming emails from addresses in address books, unless they throw up way too many red flags.
- 4 Avoid obvious spammy practices.** If you get an email with the subject title "GET 1000% RETURNS ON YOUR INVESTMENT NOW!!!!!!", exactly how much are you going to trust it? Also, use real names in the emails, avoid using such words as "lottery", "opportunity", "click", "buy", "download", etc., and unnecessary HTML code, images, or links.
- 5 Keep an eye on your stats.** Regularly count the percentage of messages delivered, opened and replied emails as well as the quantity of bounced emails (Reply does this for you automatically). This will help you to make sure everything goes as planned. If your bounce rate is higher than 10% and open and reply rates are lower than 2%, you are in the high risk category of being listed in the anti spam systems.

This should help you get your emails straight into the prospects' inboxes. Once they're delivered though, the next step is to capture the recipient's attention! And that's what we'll talk about next.

PART 3



MAKE SURE YOUR OUTREACH HITS THE TARGET

Many of us pass a cursory glance over the emails that have arrived in the morning, select them all, and mark them as unimportant.

So how can you get past this mental Adblock that people have developed after years of being subjected to relentless advertising?

Well, there's a few tricks to that.

The first one is to use eye-catching, appealing subject lines!

THE BIG S – SUBJECT LINES!

A good subject line should do three things:

- 1 Invoke the desired emotion in the reader.
- 2 Be relevant.
- 3 Engage attention with interesting preview text.

Let's break each of these down.

- 1 Invoke the desired emotion in the reader – There are four emotions particularly effective at getting readers to open your emails: Curiosity, urgency, fear and excitement. Blatantly transparent efforts at tugging on heartstrings get ignored, but piquing the reader's interest can pay off. Here are some examples of each type of subject line:

- ✓ **Curiosity:** “Quick Question” – This subject line grabs attention. It's short, doesn't give too much information, and makes the reader curious to find out what exactly the question is.
- ✓ **Urgency:** “There are only 1200 tigers left in the wild. Act now to save them.” – A classic marketing technique, but it's still in use for a reason. These subject lines create a sense of scarcity, of urgency, driving people to act; in this case, opening the email.
- ✓ **Fear:** “There are only a hundred copies left. Will you be able to snag the last one?” – These subject lines don't use fear in the classical, horror movie sense. Instead, they play on the fear of missing out. Evoking this in subject lines can improve CTR in the short term, but beware: Overuse can backfire.
- ✓ **Excitement:** “The New Book of Strategies is out!” – Creating excitement in readers is hard work. It takes precise targeting and interesting content. If you manage to get readers excited about your content, you'll have gotten yourself a large number of loyal customers.

BTW, you can find more proven examples to spark your creativity using our free [Subject line generator tool](#).

- 2 Be relevant – Putting in a reference to current affairs or a recent event can improve CTR. It implies the email contains fresh content or an opinion on recent events that could prove insightful.

A general rule of thumb is your references shouldn't be older than a month. Depending on how often the story is running in the news cycles, the time to reference an event may increase or decrease. Keep an eye on trends.

- 3 Engage attention with interesting preview text – in many email clients, the first few words of the email will often appear as preview text, making them a vital part of getting your email opened.

The same rules for evoking emotions apply here too. If the preview text is engaging, the odds of opening the email shoot up.

If these guidelines are followed, people will open the emails you send them. But unless the content is good, well, there go your customers. So once they've opened your email, how do you make the most of the opportunity and keep them onboard?

YOUR TARGET AUDIENCE NEEDS TO BE WOODED

Like any good relationship, you need to keep the spark alive and woo your prospects when reaching out to them!

If you're not sure how to do that, the following tactics would be a good place to start:

- ✓ **Personalization.** And that doesn't mean just adding a {FirstName} or {Company} variables here and there. Your email should be tailored to the reader, showing you've done your research and have clearly demonstrated what's in it for them. What to go one step further and wow your recipients?

Try including a personalized image, video, or a link to a dynamic landing page! That will definitely help you stand out from the crowd.

- ✓ **Context.** We're big fans of intent-based outreach - i.e. reacting to and referencing your recipient's actions. We have templates based on what technology the prospect is already using, their hiring intentions, or website visits. Other examples would include social media mentions, abandoned cart sequences, or re-engaging warm leads.
- ✓ **Clarity.** Cold email is a harder sell. People have their guard up, which means it's essential to make it clear why you're getting in touch with them and what value they can get from your email.

Aside from that, make sure to keep in mind what your audience wants, as well as what they might want. Give them your time and attention. Treating your audience well and offering real value with your outreach benefits them as well as you, for the simple reason that reputation (whether good or bad) spreads.

If you create a product with care, catering to the requirements of your audience, they will respond. High-quality products attract a high-quality audience.

If you manage this well, you win the elusive prize marketers chase: a loyal customer base! Once you've built your outreach campaign on this solid foundation, all that's left to do is wait.

EASY FIX – EMAIL TEMPLATES THAT WORK

Using the above hacks, you now have the principles of a great cold email campaign, but what about composing the actual email copy?

The following list is something you can use as a quick tool to devise any cold email:

- 1 Introduce yourself** – Cold emailing is all about reaching out to someone

without creeping them out. Introduce yourself and your purpose in writing to them. This will establish a clear link in their mind.

- 2 Introduce your idea/business/product** right away. **DO NOT SELL!** The pitch needs to market you as a connection, not sell your product. Keep it specific and brief.
- 3 Ask for feedback.** Even if most people don't respond to a pitch, they'd be happy to provide feedback. It's a great way to start a connection.
- 4 End with a clear call to action.** If you leave the message with a vague promise or hope, most people won't reply. Tell them what to do (sign up/reply/reach out) and how to do it.

To see this framework in action, take a look at some templates that have worked well in the past.

Template #1: HubSpot calls this a repeat website visit template and this is one of our favourites.

Hi {CONTACT.FIRSTNAME},

You and a number of your colleagues at {!Lead.Company} have visited our website and << INSERT ACTION ON SITE >>.

I was wondering whether they were trying to figure out how you might << YOUR BUSINESS SOLUTION HERE >>? So, I did some research and found some areas of opportunity for you.

One idea I have is to << INSERT SUGGESTION FROM RESEARCH >>. With the number of people researching our company, would it make sense to talk for 10 minutes?

Hope to hear from you, {CONTACT.OWNER_NAME}

As you can see, the email begins with a clear introduction and the sender is clear on their intention. This template works great because the receivers are already involved in the company. This is building on a cold lead for conversion

through cold outreach.

Template #2: Here's a helpful sales template by the guys at Right Hello:

Hi <First_Name>,

I just wanted to tell you that I really love what you're doing at <Company>. If I could ever help you in anything, that would be awesome!

You might find my experience in <Your_Experience_Domain> useful. I blog a bit about it – here's a link <Content_Link> if you would like to check out if I'm the real deal.

I'd love to steal some of your time to talk about what you do. Would you mind, maybe at least a 15 minute call?

This is a great example of a flattering outreach email. You reach out with a warm compliment and an offer to help. Most recipients will at least agree to hear you out after such a friendly message. If not, you'll still gather a few brownie points for the future.

Template #3: Pipetop's Focus on benefit Template is no nonsense, which is why it works so well:

(CONTACT.FIRSTNAME), In working with other (INSERT INDUSTRY OR POSITION), one of the key issues they're struggling with is (INSERT KEY ISSUE). This past year we helped numerous companies to (INSERT BUSINESS DRIVER), resulting (MONEY SAVED, REVENUE ADDED, PRODUCTIVITY INCREASES). If this is something you're challenged with too, let's set up a quick call. I have some ideas that might help. All the best, (CONTACT.OWNER_NAME)

This template addresses real issues concerning the recipients as an introduction and then offers a viable solution. It also offers social proof that the sender isn't a complete newbie and knows what they're doing. It's also specific and has a nice, clear call to action. It's likely to get appreciated by busy professionals who

don't like people taking their time for granted.

These tried and tested templates (plus the ones you can find in the **Part 5** of this handbook) will ensure a good response rate and serve as an ideal starting point for setting up your own tests for optimization. So don't hesitate to try and see the results for yourself.

ADD MORE TOUCHPOINTS FOR MEANINGFUL ENGAGEMENT

There's no doubt that emails play a vital part in cold outreach or lead generation in general.

Still, it takes more than that to engage your prospects and build a genuine business relationship with them.

Namely, you can only tap the full potential of cold outreach by building a consistent engagement sequence across several channels, including calls or voicemail, text messages, social media touchpoints, etc. The latter may not even be a direct LinkedIn message - visiting their profile, liking their post, or leaving a comment, following them on Twitter would work too.

What's more, you can also employ some 'old-school' channels to stand out from your competition and grab your prospect's attention - e.g. send a personal note via direct mail. Far from being dead, sending physical mail to your prospects can offer a massive 80-90% open rate, the highest percentage for outbound channels.

Think about what the ideal sequence of touchpoints might look like for your prospective customers, but don't overthink it. You will be coming back and optimizing your sequence later on, so the most important thing is to get started.

For example, your multichannel outreach sequence might look like this:

Day 1: Phone call/Voicemail

Day 3: Personalized email + LinkedIn touchpoint (connection request, profile view, etc.)

Day 5: Automated follow-up email + Voicemail

Day 7: LinkedIn touchpoint

Day 10: Breakup email + LinkedIn touchpoint

Whatever channels or platforms you decide to include, the objective is the same — to build a genuine relationship with the buyer. When you're building your sales engagement strategy, evaluate each tool, channel, and strategy against those criteria.

PART 4



LAUNCH YOUR CAMPAIGN AND WATCH IT RUN ON AUTOPILOT

Now that you know exactly who you need to reach out to and how to do that, let's focus on some of the less obvious aspects of cold outreach - timing/ frequency and execution.

SCHEDULE YOUR CAMPAIGN WITH THE PRECISION OF A SURGEON

While all of the listed aspects, e.g. contact list quality, personalization, engagement channels, email templates, etc. are extremely important, there's one more that is often overlooked. it's timing.

You would be surprised to learn how much it matters!

Our recent experiment proved that tailoring your sending schedule to the recipient's location and time zone can help you [increase your open rate by 70%](#) (and cost you nothing!)

The frequency of your emails, the precise delivery time of each campaign, and the right content at the right time will all contribute to the success of your campaign.

Consider the following when you schedule your next campaign:

- ✓ The frequency of your campaign is very important. Your emails shouldn't be delivered too far apart; nor should you overwhelm your recipients with too many emails delivered close together. You need to find the optimum timing for your market.
- ✓ If you send out your campaign on a Sunday, most people will ignore it as they will be busy with their friends and families. Mondays usually see a lot of email backlog and hence your email has a high chance of being ignored. The optimum time is usually on Tuesday afternoons but it can vary depending on your industry.
- ✓ Keep an eye on upcoming holidays and national events. Sending relevant campaigns right before these can help boost response rates.

FIND THE OPTIMUM ENGAGEMENT PATTERN

As you send out campaigns you will start noticing patterns in the responses. There will be certain campaigns that will perform better than the rest. You'll notice the same with subject lines, formatting styles, and a whole host of other factors.

This data can help you find your optimum campaign for your audience. Just follow these simple steps:

- 1 Keep track of relevant metrics (open rate, CTR, etc) for individual campaigns, subject lines, content, styles, touchpoints, etc.
- 2 Replicate the ones that perform the best and test if it is a pattern or a one-time hit.
- 3 Compile the best performers and send them out in a single campaign to test its success rate.
- 4 Analyze the new campaign in order to tweak it further and work out the optimum setup for your cold email.

EXECUTE CAMPAIGNS IN SHORTER TIME FRAMES AND WITH LESS EFFORT

It's a great feeling to pull off a successful campaign and watch the results unfold in front of your eyes.

Planning, setting up, and executing each new sequence, on the other hand, isn't as exciting. In fact, it can be a really tedious and time consuming process.

Luckily you can avoid going through all that work every time and easily create the new campaigns with minimal effort based on the foundation laid by you in the initial campaigns using automation tools like Reply.

Here are just a few benefits of using a sales engagement platform to streamline your outreach:

- ✓ Scale your outreach to connect with more people in less time.
- ✓ Keep your communication personal – so that you don't sound like a machine, even when you email over 100 people.

- ✓ Engage your leads across multiple channels, including email, social, phone calls, etc.
- ✓ Find the optimum strategy for you and your market and figure what works and what doesn't through A/B testing and in-depth campaign reports.
- ✓ Stay more productive and focus on what matters most - closing the deals - rather than following up on unresponsive leads.

WATCH THE REPLIES TRICKLE IN

Once your outreach campaign is launched and everything that can be optimized has been optimized, it's time for the hardest part - **the wait for responses.**

If your campaign has been crafted properly and carefully targeted, the responses should start trickling in soon enough.

While the number of responses will likely be lower than expected, the quality of the leads should be high enough. Thanks to the personal approach and meaningful engagement you've built, they will be far more likely to buy your products and use your services in the long run.

PART 5



BEFORE YOU GO - PROVEN EMAIL TEMPLATES FOR YOUR INSPIRATION

If you're still staring at a blank screen, wondering how to get started and implement all this knowledge, don't worry. We've compiled a few sample templates for you.

Read through them, see which ones would fit in with your brand and your industry, then modify it to make your own.

Template #1 . The respectful open

Hi <First_Name>,

I know you're very busy as <Professional_Title>, but I've been wanting to have a quick chat about bringing <Product> to <Company> because I think it could really help you.

If 15 minutes of your time isn't too much to ask, then maybe we could jump on a quick Skype call to discuss this?

Template #2: The cheerful open

Hi <First_Name>,

I've been watching Westworld lately and I'm not sure who's a robot, and who isn't anymore. But my system is telling me that our companies' storylines might be connected.

There's no maze, however – it's really simple. I'd like to talk to you about <Product> for <Company>.

If that doesn't look like anything useful to you – let me know and I won't bother you anymore. And if this sounds weirdly familiar, maybe we could jump on a call?

Template #3: The transparent beginning

Hi <First_Name>,

Because we do <Product_Page_link>, I was looking for companies that might be in need of such a solution.

Visit our website – <Main_Page_link> to see what we're up to, or skip straight to our FAQ section – <FAQ_Page_link> – to learn exactly what we can give you.

I'd love to jump on a call with you – if you have 15 minutes for a chat, please pick a suitable time slot in my <Calendar_link>. It will make it easy for us to connect.

Template #4: Straight jump to a helping hand

Hi <First_Name>,

I just wanted to tell you that I really love what you're doing at <Company>. If I could ever help you with anything, that would be awesome.

You might find my experience in <Your_Experience_Domain> useful. I blog a bit about it – here's a link <Content_Link> if you would like to check out if I'm the real deal.

I'd love to steal some of your time to talk about what you do. Would you mind, maybe at least a 15 minute call?

Template #5: The Biz-Dev introduction

Hey <First_Name>,

I've heard amazing things about [Company Name] lately and I just had to reach out.

[Your Company Name] is showcasing [Company Name] to over 100,000+ potential new customers.

When we asked our customers if they'd be interested in a product like yours, we got a huge resounding "yes".

I think they would make for great lifetime [Company Name] customers. Here is some more info on our reach, our customers, and who we've worked with in the past: [Company Website]

Please email me by the 30th and we'll make it happen. Cheers,

[Your Name]

Template #6: The referral email

Hey [First Name],

[Your Name] from [Company Name] here. Hope you don't mind me reaching out

We help businesses like [Client 1] and [Client 2] to [What you do].

I'm curious who might be best to speak with about [What you wish to sell] at your company?

Cheers, [Your Name]

Template #7: The social hook

Hi [First Name],

Based on your [social media], you're a fan of [idol] – inspiring me to reach out to you here.

What would [idol] be without [point of relation]? [Funny commentary]. [Your company] is the [idol] of [industry or market niche]. Our platform provides [benefit 1] and [benefit 2]. Features like [feature 1], [feature 2], and [feature 3] make your team [benefit 2] – making them ready to boost their fame (much like [idol] and their team).

[First name] – might you be willing to connect for just a few minutes to talk about how we can get your team onto [idol]'s level?

Best,

[Your Name]

Template #8: The sports talk ice-breaker

Hi [First Name],

I see that you're a [team] fan, so you must be excited about [player] [player's achievement].

As [company] continues to scale, your [department] team needs [pain point that you solve for] just as [how the same point applies to team]. We're the [player] of [industry/market niche]...[funny comparison].

[First Name], I'd love (if possible) to be referred to the best person on your [department] team to introduce [Your Company] as a mean to hit your [goal].

Best,

[Your Name]

Template #9: The research backed direct ice-breaker

Hi [First Name],

[Your Name] reaching out from [Your Company] – [Shared detail].

Yep, this is another #coldemail that says who I am and asks for a meeting; but I've [specific research you've done on person]. [Connection/uncommon commonality].

[Details of your service] – does this sound like something of value to [Company] or maybe something you're actively looking for?

Here is [piece of content].

Are you open to chatting next week? [Incentive to call]. Thoughts?

Thanks, [Your Name]

Template #10: The “competitors’ faults” opportunity

Hey [First Name],

We’ve been hearing from several existing [Competitor]’s customers that they’ve been experiencing significant application performance issues recently. We can imagine your team would be getting frustrated if that’s also happening at [Company]

We’ve developed our solution to support leading enterprises such as [Customer 1], [Customer 2] and [Customer 3] with stability, security, and reliability in mind so you won’t have these problems with [Your Company].

Are you available early next week to discuss why companies like [Customer 4], [Customer 5] and [Customer 6] moved from [Competitor] to [Your Company] this year? If not, please let us know when it’s best to reconnect.

Best,

[Your Name]

Template #11: The statistics hook

Hi [First Name],

On average, [pain point statistic]. Is [Their company] achieving its goals? [Statistic about most teams].

[benefits of your service]. [pain points company relieves].

[accomplishments of company]. If you are looking to [achieve what product serves], it would be great to connect for a 15 minute call next week.

Best,

[Your Name]

Template #12: Hiring intent

Hi {FirstName},

I'm reaching out to you because I noticed that you are expanding your sales team at {Company}. I assume, as a {ProspectTitle}, you want your company's sales to grow as well, so would you like an idea of boosting {Company}'s email outreach activities?

Reply is designed for sales teams and helps them to grow their pipeline by using our platform to double their number of conversations with right-fit accounts and contacts by automating sales communications with existing and prospective clients while keeping them warm and personal.

Are you available for a 10-minute call to see how we could help {Company}'s sales team?

Template #1 3: Website visit

Hi {FirstName},

AJ from Reply here leading the Growth Team – an outreach automation tool for sales teams.

I'm writing to you because I noticed that a number of your colleagues at {Company} have visited our website a lot during the last few weeks.

I was wondering whether they were trying to figure out how {Company} might improve cold outreach to your existing and potential customers?

With the number of people researching our company, would it make sense to talk for 10 minutes these days?

Thank you for your time.

And there you have it. I hope you've found this useful, and you're now ready to get cracking with your next campaign.

Remember, if you ever have any questions about optimizing your cold outreach campaign drop us a line at sales@reply.io and we'll be more than happy to help out.

Here's to having a great business and better sales!