

COLD EMAIL TEMPLATES

NOTE: UPDATE THE FIELDS ENCLOSED IN BRACKETS WITH THE APPROPRIATE INFORMATION.

Hi *[First Name]*,

I've been seeing you around on facebook and linkedin because we're following the same organizations and are connected to the same people.

I went to *[Insert Event Name]* last *[Insert Date]*, and I was really hoping to get the opportunity to shake hands, but it seems that we missed each other.

I built a tool that allows me to audit websites in minutes and I ran it for a few people at the event. I was wondering if information like that on your business or your competitors is of interest to you?

I've been doing digital marketing for *[Niche]* for about a year now. Let me know if you'd like the audit or an obligation free consult on what digital marketing can do for your business/practice/establishment.

Speak soon.

Cheers,

// Signature //

[Partner's First and Last Name]

[Title/Position]

[Email]

[Phone]

[Meeting Link]

[Logo]

[Website]

[Social Account Icons and Links]

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Hi *[First Name]*,

I hope you’re having a great day.

I heard about you from *[Common contact/referral]* when *[he/she]* went to . I just want to use this opportunity to formally introduce myself. I’m *[Insert Name]* and I’ve been doing digital marketing for *[Insert Niche]*.

In my recent conversation with *[Name of Contact]*, *[he/she]* mentioned that you might be interested in *[Insert Service]*. I would love give you a walkthrough of this service and a consultation – free of charge.

Hope to hear from you soon!

Cheers,

// Signature //

[Partner’s First and Last Name]

[Title/Position]

[Email]

[Phone]

[Meeting Link]

[Logo]

[Website]

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Hi *[First Name]*,

I frequently browse *[Social Media group]*, and I saw that we both have *[Insert Number]* of connections. So, I thought it would be nice to introduce myself and make new friends.

I work at *[Insert Name of Agency]*, and we help businesses boost their online visibility and get their phones ringing through *[Insert Products/Services]*.

Just curious - how do you get leads for your business?

Cheers,

// Signature //
[Partner's First and Last Name]
[Title/Position]
[Email]
[Phone]
[Meeting Link]

[Logo]
[Website]
[Social Account Icons and Links]