

**ULTIMATE GUIDE TO REACH OUT TO YOUR
DREAM CLIENTS**

EVERY COLD EMAILER'S PLAYBOOK



**© COPYRIGHT 2023 By Neha Shafiq
All Rights Reserved**

Introduction to cold-emailing

"COLD-EMAILING IS THE ART OF REACHING OUT TO POTENTIAL CUSTOMERS OR CLIENTS THROUGH EMAIL, EVEN IF YOU DON'T HAVE A PRE-EXISTING RELATIONSHIP."

Our guide, 'The Cold Emailer's Playbook,' teaches you the skills you need to craft perfect outreach messages and get a response every time.

Importance of Cold-emailing in today's business world

I. Expand Your Reach

Reach a larger audience and target specific industries or demographics.

II. Meet New Prospects

Break the ice with potential customers or clients you always dreamt of talking to.

III. Stand Out Flawlessly

Set yourself apart from the crowd with clear, crisp, and cash-able emails.

IV. Cost-Effective Lead Generation

Save money on acquiring clients by reducing campaign costs.

V. Build Connections

Nurture leads build relationships and connect with different minds.

VI. Move out of your comfort

Test the Waters and Gauge Interest by talking about your service.

VII. Unleash New Opportunities

Untap has hidden gold mines and finds your way to competition.

IX. Build Your Brand

Exchange value and build a brand your future self will be proud of

X. Stay Top of Mind

Stay top of mind with potential high-ticket clients with deep pockets.

COMMON MISCONCEPTIONS ABOUT COLD-EMAILING

Cold-Emailing is Spam

Cold-Emailing Is Targeted and Personalized

Cold-Emailing is a Waste Of Time

Cold-Emailing Demands Strategy

Cold-Emailing is Unprofessional

Cold-Emailing uses Professional Emails

**Cold-Emailing Has a Low Response
Rate**

**Cold-Emailing Depends on Quality
Outreach and Message Relevance**

**Cold-Emailing is Only for Desperate
People**

**Cold-Emailing is a Secret Weapon Of
Over 65% Fortune 500 Companies**

HOW TO FIND THE RIGHT PROSPECTS?

1. IDENTIFY YOUR TARGET AUDIENCE.

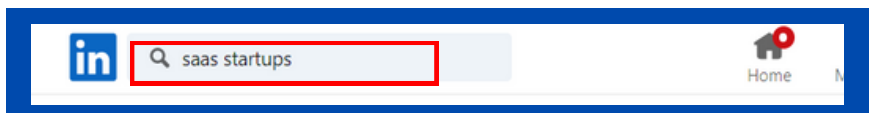
Look around and find people interested in your service. Next, create a client persona by asking these questions.

Who is your ideal client?	How to reach out to them?	How do they make hiring decisions?
What industry do they work in?	What channels do they prefer (e.g. email, phone, social media)?	What research do they do before hiring?
What is their income level and job title?	What type of language do they respond to best?	What objections do they have to hiring a freelancer?
What are their goals and challenges?	What is their best communication style (e.g. formal, casual)?	What objections do they have to hiring a freelancer?
What are their pain points and needs?	What is their location and company size?	

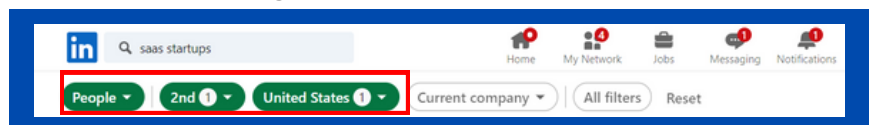
2. USE LINKEDIN SEARCH FEATURE

Use the search function to find individuals who fit your target audience profile, and use the "Advanced" tab to narrow your search.

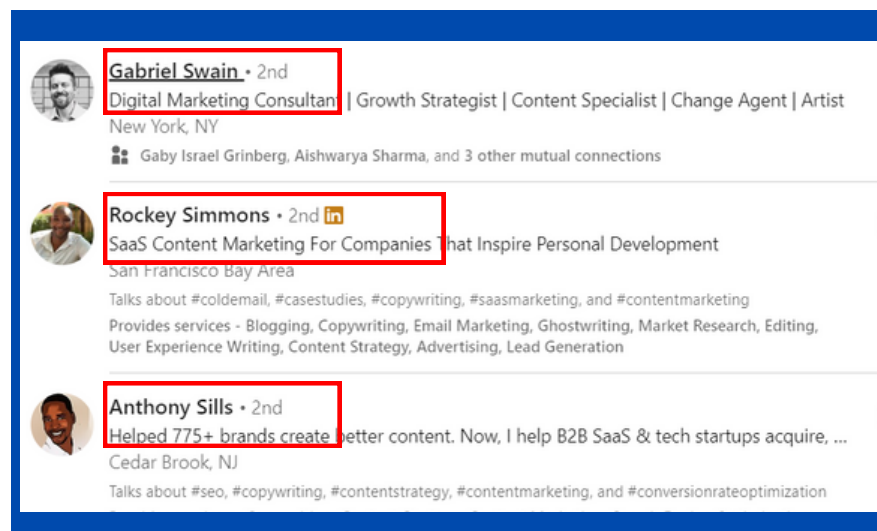
Step 1: Search Your Market



Step 2: Apply Advanced Filters



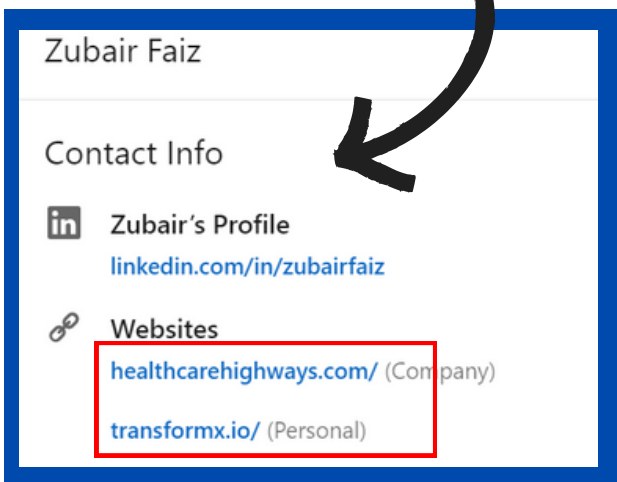
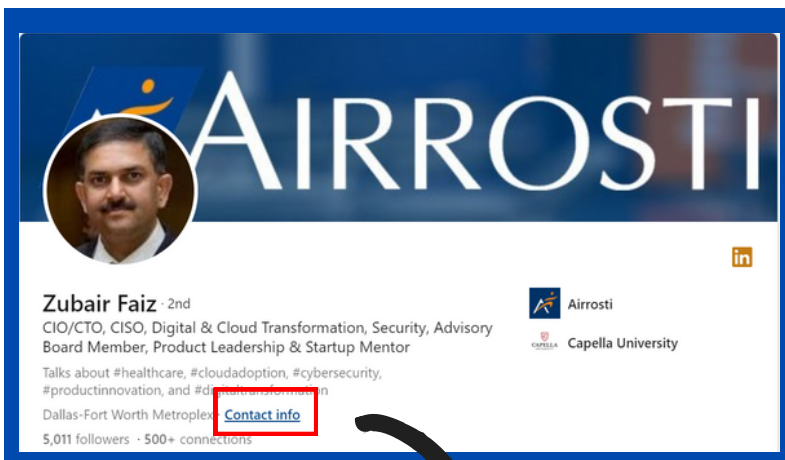
Step 3: Open at least 5 profiles in different tabs



3. FIND THE EMAIL ADDRESS THROUGH THE CONTACT INFO TAB

Use the search function to find individuals who fit your target audience profile, and use the "Advanced" tab to narrow your search.

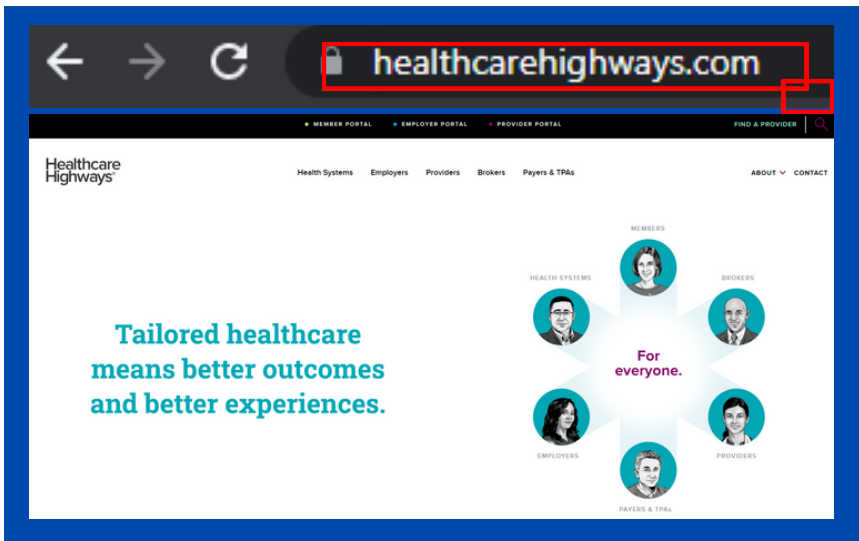
Step 1: Go To Contact Info



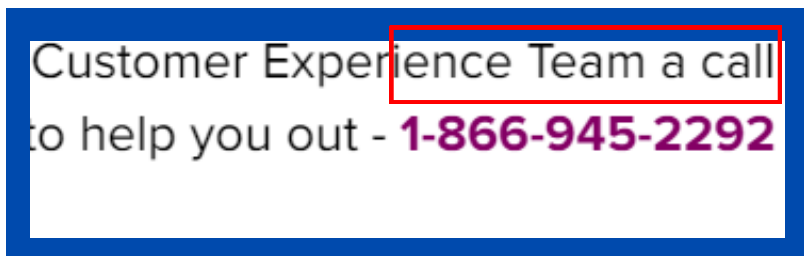
4. FIND EMAIL ADDRESS THROUGH THE WEBSITE

Use the search function to find individuals who fit your target audience profile, and use the "Advanced" tab to narrow your search.

Step 1: Copy-Paste The Website Linkedin Browser



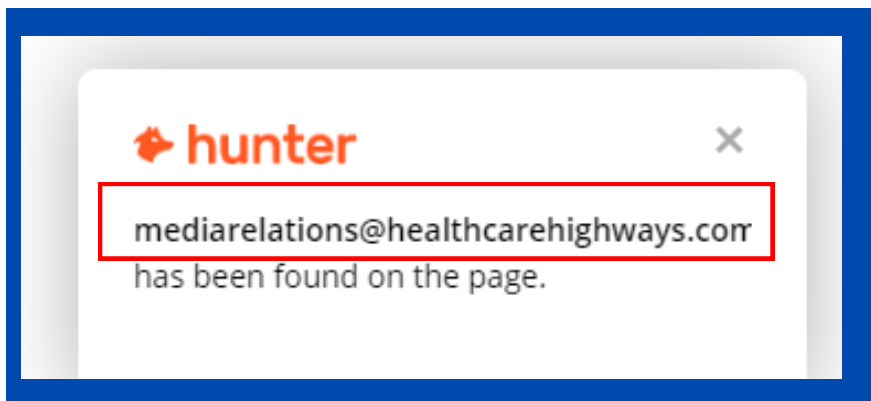
Step 2: Go To The Contact Page



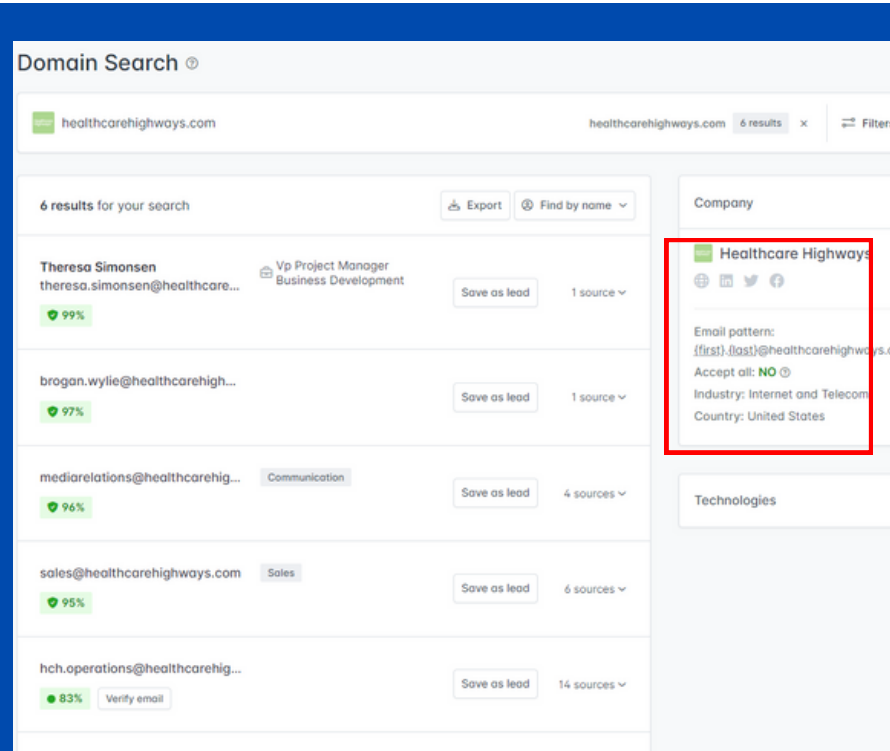
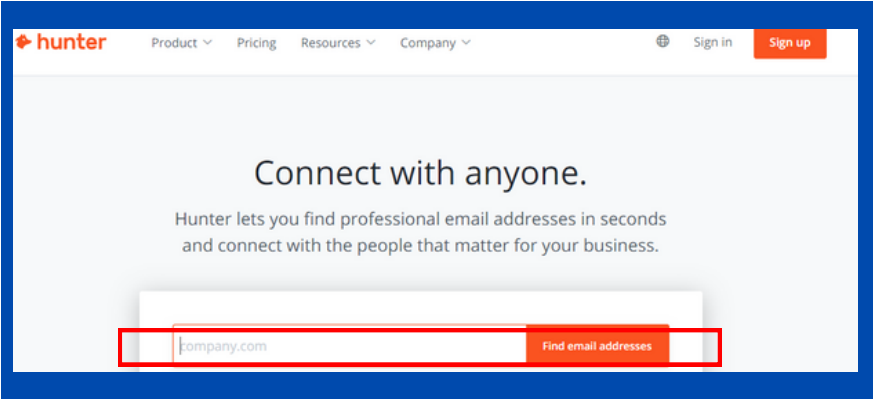
Step 3: Click On The Icon



Step 4: Use Hunter.io Chrome Extension

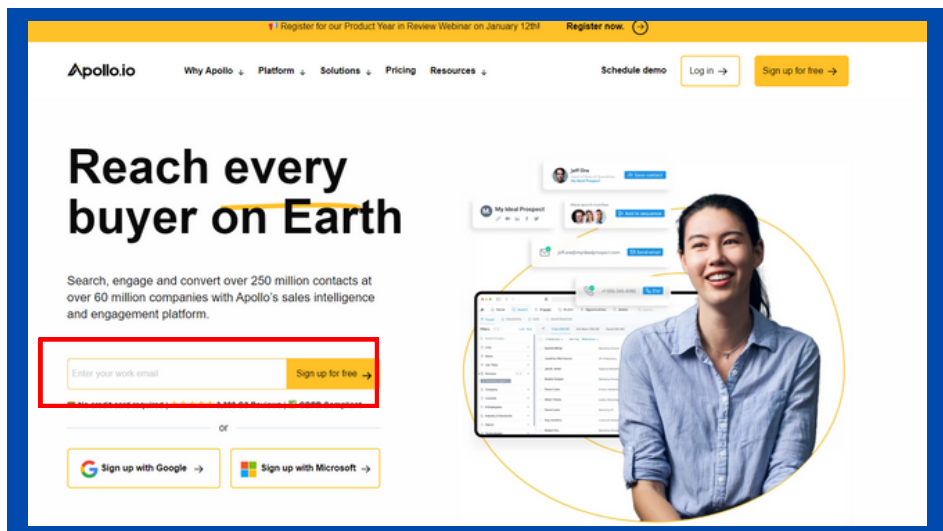


5. FIND EMAIL ADDRESS THROUGH HUNTER.IO

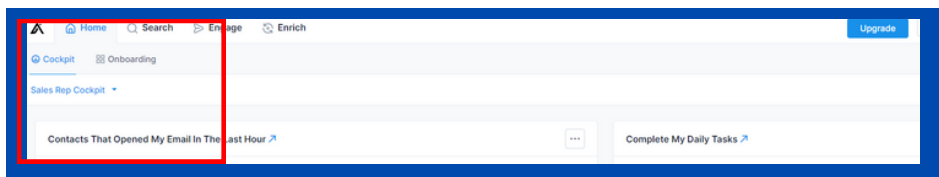


7. FIND EMAIL ADDRESS THROUGH APOLLO

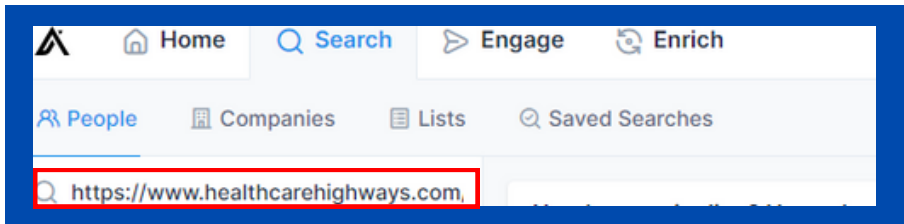
Step 1: Go To Apollo.io Website



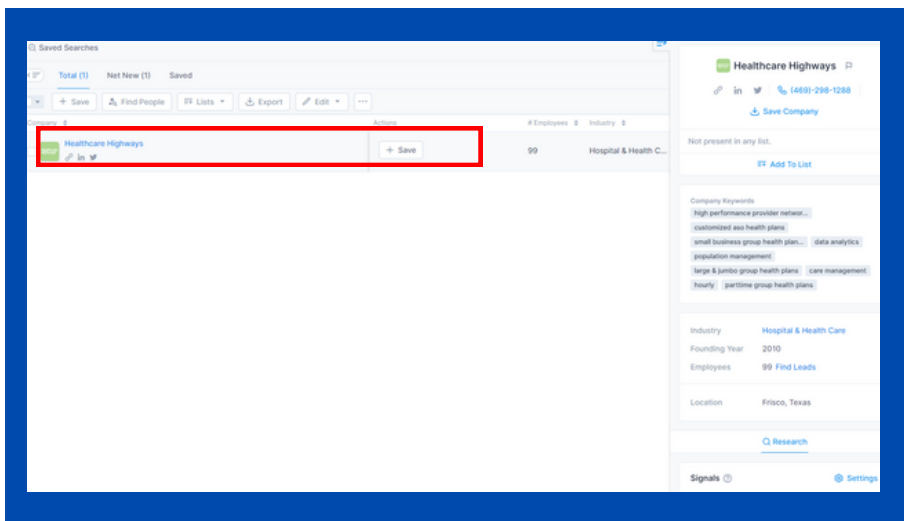
Step 2: Land On Apollo.io Dashboard




Step 3: Go To Search




Step 4: Enter the Domain



8. EXTRACT EMAILS WITH GETEMAIL.IO







Hello! Sahil Shahzad

sahilshahzad78@gmail.com

Earn free credits \$


 Credits : 110

google.com





Valid emails


23 results





Billy Thornton




Network Administrator at google





Roxane Stilwell




Photos.Google.Com at photos.google.com





Tyler Peoples




Senior Software Engineer at google





Nathan Lupstein



University Recruiting Strategist at Google United States



Tony Anthony



Get all emails

Get email


Get email


Get email


Get email

Get email

Export to spreadsheet





 Go to Dashboard

v.0.0.84

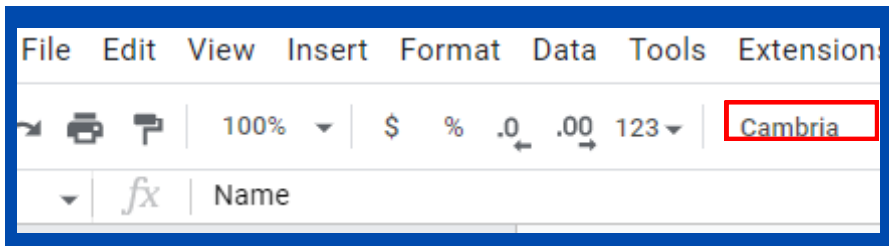
© COPYRIGHT 2023 By Neha Shafiq All Rights Reserved

ARRANGE ALL THE EMAILS IN A GOOGLE SHEET

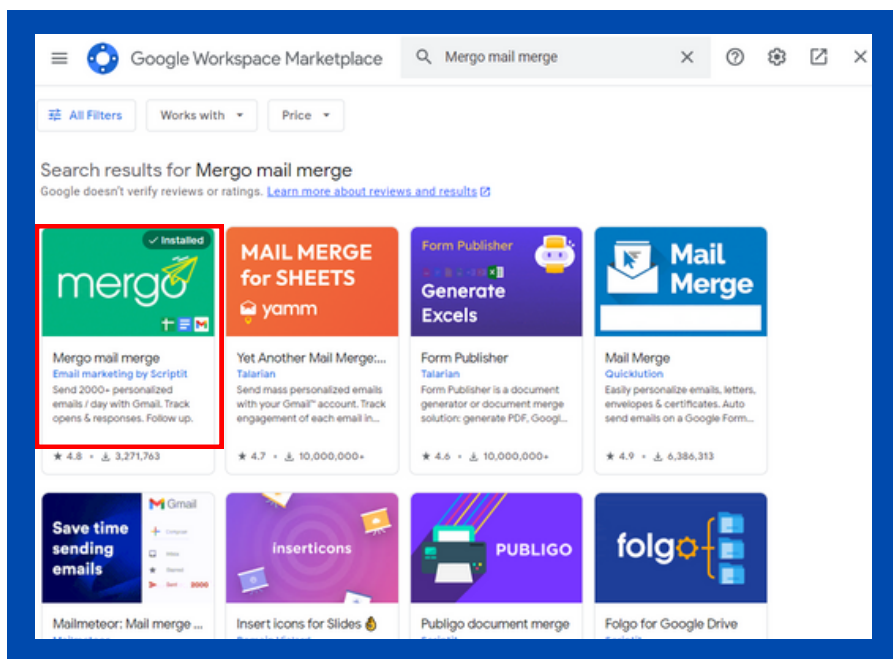
Email	Company Name	Website	First Line
nael@twinklboard-software.com	Twinklboard Software	twinklboard-software.com	I found your blog post on marketing analytics for the CMO insightful. I'm sure you're a great resource for CMOs.
jourtney@performyard.com	Performyard	performyard.com	I read on Forbes that you're the best performance management software. Congratulations!
jacqueline@thinglogix.com	Thinglogix	thinglogix.com	I found your blog post on the importance of modernizing your approach to the Cloud insightful. It's great that you're looking at the big picture and not just focusing
jackie.villavicencio@eddigy.com	Adiggy	adiggy.com	Just read on PR Newswire that you've launched a new integration with Mailmanbytes. That's a great move to help keep your customers safe.
rooseau@ffics.com	PI	piusa.com	I read on businessinsider that you've enhanced lenders ability to build resilience into their credit portfolios. That's a smart move for you and your customers.
judy.fewster@bisdigital.com	BIS Digital	bisdigital.com	I found your blog post on the benefits of using a virtual assistant to be insightful. I'm sure it's a great way to save time and money.
higlin@novosolutions.com	NovusAGENDA	novusolutions.com	I love that your company is always looking to the future. I'm sure that your clients are very happy with the latest in cloud technology.
michele.sacco@kaseya.com	Kaseya	kaseya.com	Just read on impacts that you've acquired Kaseya. I'm sure you're excited to be able to create better IT products as a result of this acquisition.
casandra.henry@misarmm.com	NaryaOne	naryaone.com	Just read on eng that you're no longer manager of Narya. I'm sure he'll be fine without you.
donum@edsoftware.com	ED Software	edsoftware.com	Just read your blog post on the best ways to stay warm this winter. I'm a big fan of winterizing your home, as it's one of the few times you can really make it your o
yaskov.obalaj@hushcorp.com	Tesh	teshcorp.com	
olga@tendingwise.com	CalliWare	calliware.io	I found your blog post on the importance of speed to lead insightful. It's always great to see how companies are able to speed up the lead process.
thamilton@powercalc.co	PowerCalc	powercalc.io	I found your blog post on the voltage drop in data centers insightful. It's always good to re-think for extreme savings in energy.
marydougherty@madagroup.com	Madaya	madagroup.com	I really enjoyed your company's blog post on the importance of content placement. It's so important to make your content easily accessible to search engines and p
dauid.manco@genfarsen.com	Larson Software Technol	genfarsen.com	I love the work you do. I'm so glad that you can help make websites look beautiful.
shannonmynihan@sunradon.com	Trumba	trumba.com	I found your blog post on the benefits of subscribing to published calendars insightful. I'm a big fan of Google Calendar and I use it to keep track of my schedule, but
samantha@curtissapp.com	Curtis	curtisapp.com	Just read on techcrunch that you've raised \$11M in Series A funding. Congrats!
malora.kiley@shufco.com	Shufco	shufco.com	I found your company's blog post on how to determine if you're a data company. The world's biggest and most successful companies are not just tech companies. Th
raphael.nabe@securidocs.com	Securidocs	securidocs.com	I found your blog post on the differences between M&A value and volume in 2020 and 2021 insightful. It's always interesting to see how different companies have d
katherine.hirsch@zapbi.com	ZAP	zapbi.com	I found your company's blog post on the new Data Model view - I can't wait to see what this new feature is!
evan.starkov@dentaid.com	Dentaid	dentaid.com	I love that you always have the most up-to-date information for your child in case of an emergency. I'm glad that you're always available to help.
emerald@learningbrothers.com	Thruarts	thruartslearningbrothers.com/	I love that Lectorix is so powerful and has so many great features. It's great that you have a mobile-friendly version and that you have WCAG compliant features.
jake@simplebet.io	Simplebet	simplebet.io	I love that Simplebet is using machine learning and real-time technology to make every fan engagement possible. That's a great way to make the sports experience
ketay.chikhom@neurafash.com	Neurafash	neurafash.com	I love that you're always up to date on the latest Salesforce ecosystem news. I'm sure your clients are really happy with you.
carlose@earthrobotics.co	Earth Robotics	earthrobotics.co	I love that your company is working to create an ecosystem that brings an integrated solution to the package. It sounds like you are on the cutting edge of technology
vicтория@simple.ai	Simple	simple.ai	I love that NOW CX is embracing a whole new approach to customer engagement. It's great to see a company that is so focused on the customer.

- Set Tags For:
- a. First Name
 - b. Company Name
 - c. Email Address
 - d. Website Name or Link

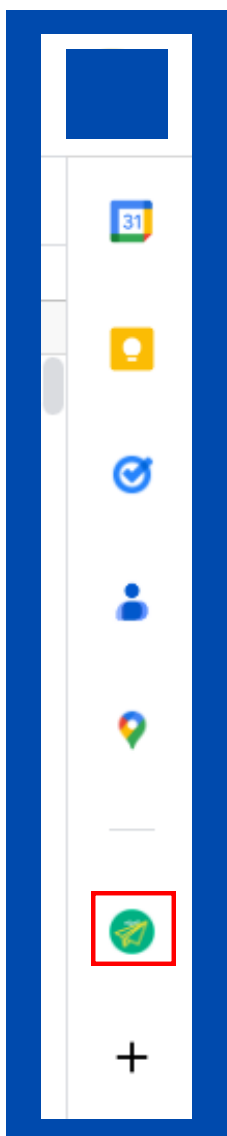
Step 1: Go To Extension Tab > Add-ons > Get Add-ons.



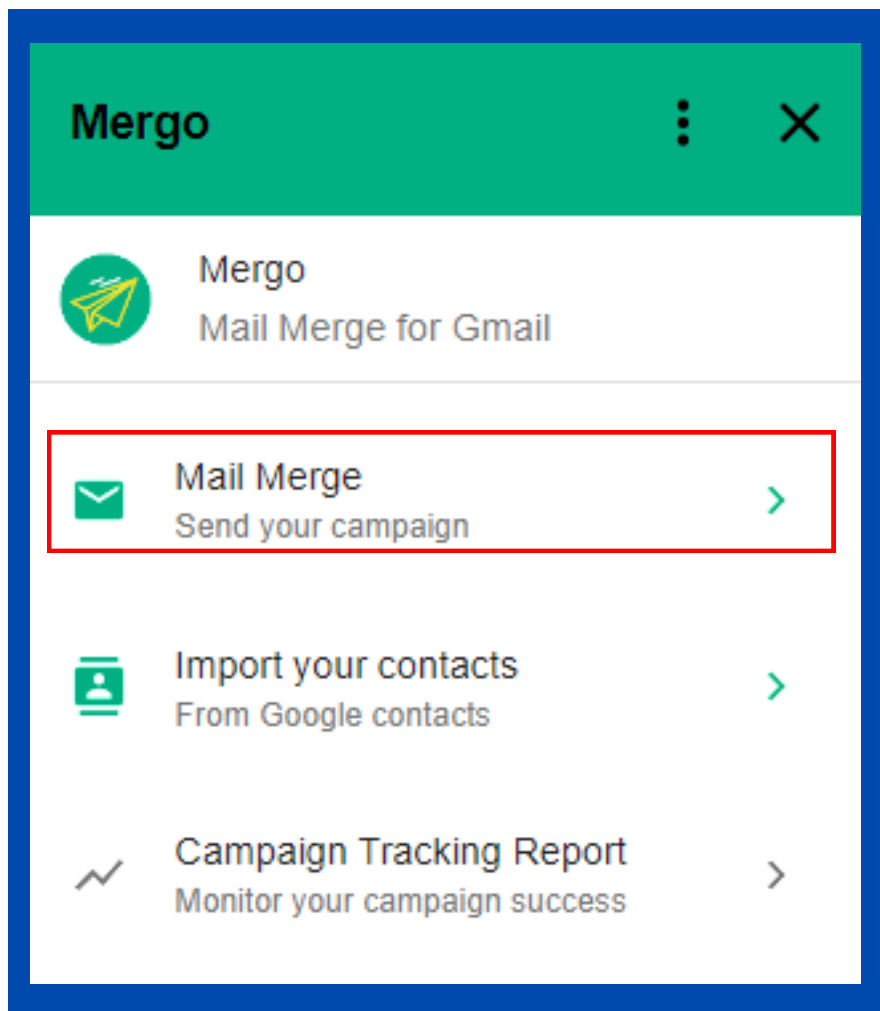
Step 2: Search For Mergo Mail Merge> Click On Install



Step 3: See all the add ons on the right side of the sheet




Step 4: Go To Mergo Icon > Click on Send Your Campaign



Step 5: Choose The Sheet > Set The Subject Line > Click on "Send 47 Emails"

← Mergo ⋮ ×

 Mergo
Mail Merge for Gmail + More options

Select a Gmail draft

You Are Missing Out On A BIG Oppurtu ▼

Email Column
Email ▼

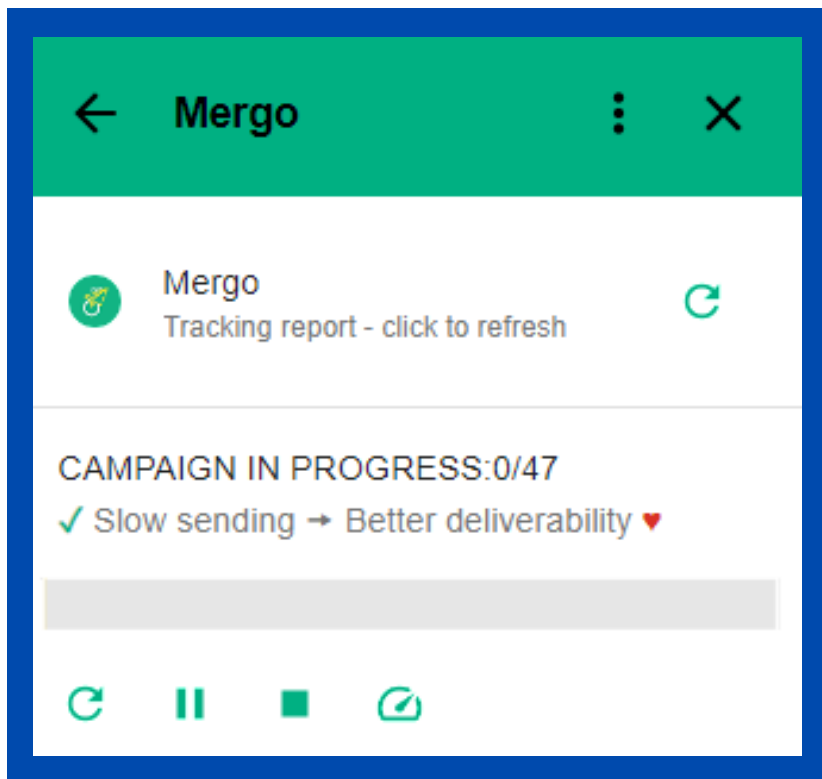
Sender Name
Neha shafiq

Track emails opened,
responded, clicked or bounced ☒

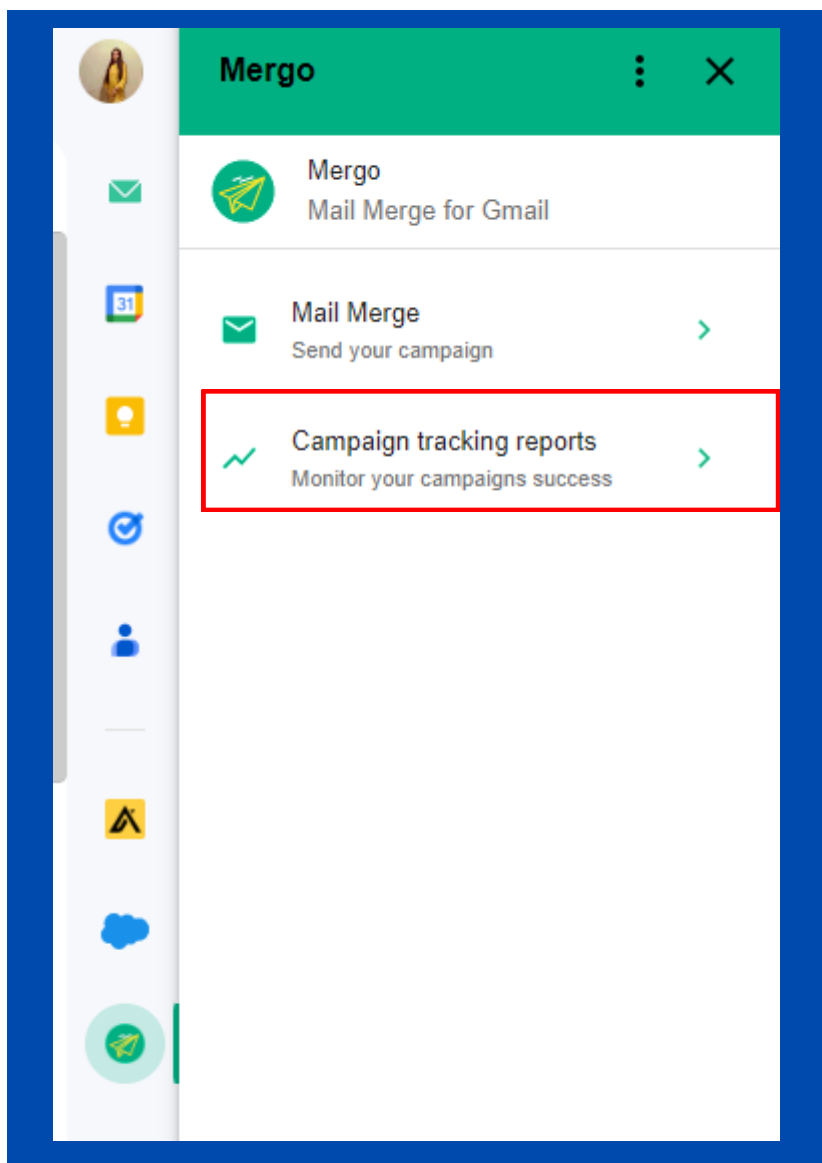
SEND 47 EMAILS

Remaining daily quota ≈ 498 / 500

Step 7: Campaign Is In Progress

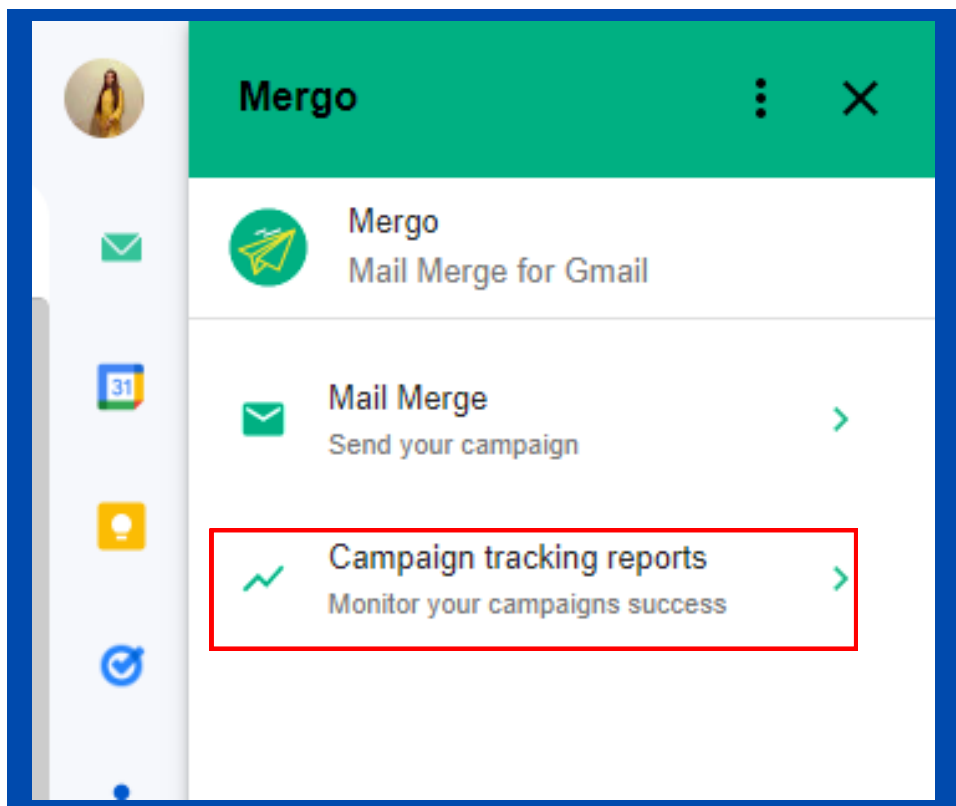


Step 8: Track Your Campaign Metrics > Go To Gmail > See in right-side



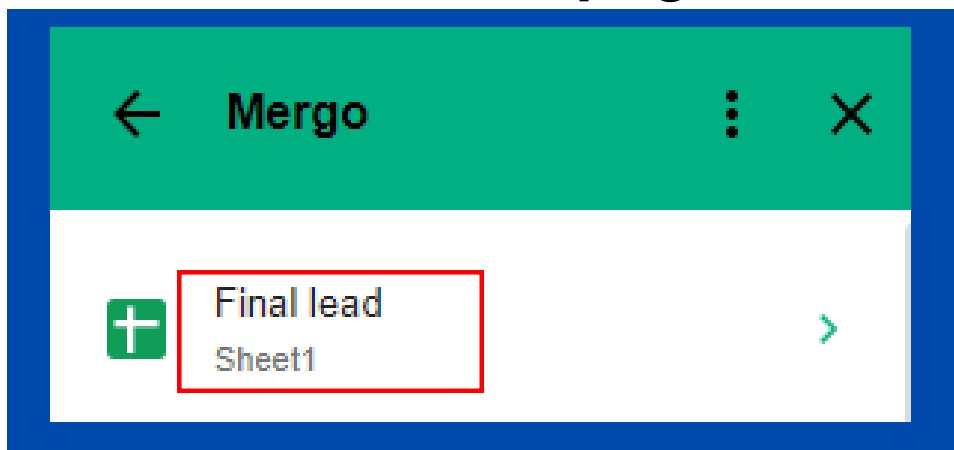
Step 9: Track Your Campaign Metrics

- Go To Gmail > See in right-side
- Click Campaign Tracking Reports

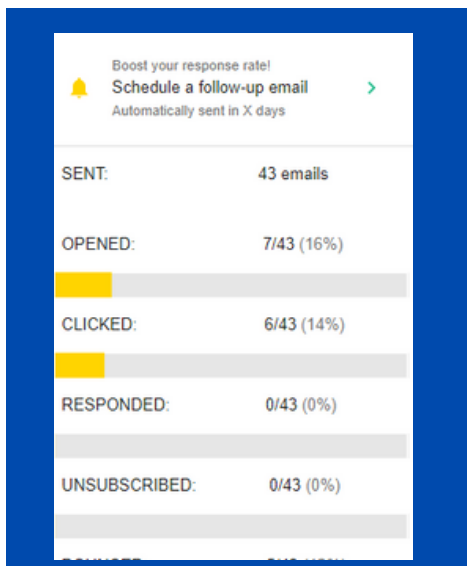


Step 9: Track Your Campaign Metrics

- Choose Your Campaign



- See All The Metrics



5 COLD-EMAIL SUBJECT LINE FORMULAS

"Introducing [Your Company]: [What You Do and Who You Help]"

Example: "Introducing XYZ Co: The Premier Provider of Virtual Event Services for Busy Professionals"

"Quick Question About [Their Pain Point]"

Example: "Quick Question About Streamlining Your Marketing Efforts"

"[Their Name], Are You Struggling With [Their Pain Point]?"

Example: "John, Are You Struggling With Finding Quality Talent?"

5 COLD-EMAIL SUBJECT LINE FORMULAS

[Number] Ways [Your Product/Service] Can Help [Their Pain Point]"

Example: "3 Ways Our Marketing Automation Tool Can Help Boost Your Conversion Rates"

"[Their Name], [Compliment] + [How You Can Help]"

Example: "Sarah, I Love Your Instagram Account + How We Can Help Grow Your Followers"

"Urgent: [Limited Time Offer/Deadline]"

Example: "Urgent: Limited Time Offer for 20% Off Our Project Management Software"

7 TIPS TO CRAFT THE PERFECT COLD EMAIL

**START WITH A CATCHY SUBJECT
LINE**

PERSONALIZE YOUR GREETING

INTRODUCE YOURSELF

**EXPLAIN WHY YOU'RE REACHING
OUT**

KEEP IT SHORT AND SWEET

**END WITH A CLEAR CALL TO
ACTION**

**USE A FRIENDLY AND
APPROACHABLE TONE**

7 COMMON COLD-EMAILING MISTAKES BEGINNERS MAKE

**NOT HAVING A CLEAR SUBJECT
LINE:**

NOT PERSONALIZING THE EMAIL

BEING TOO PUSHY

BEING TOO FORMAL

NOT PROVIDING VALUE

**NOT SOLVING THE CLIENT'S
PROBLEM**

**USE A FRIENDLY AND
APPROACHABLE TONE**

7 DEAL-CLOSING TECHNIQUES

THE "LIMITED TIME" CLOSE:

NOT PERSONALIZING THE EMAIL

BEING TOO PUSHY

BEING TOO FORMAL:

NOT PROVIDING VALUE:

**NOT SOLVING THE CLIENT'S
PROBLEM**

**USE A FRIENDLY AND
APPROACHABLE TONE**

ANATOMY OF A GOOD COLD EMAIL

PERSONALIZATION

COMPLIMENT OR CONGRATULATE

OFFER

***CREATE AN OFFER THAT NO ONE
CAN SAY NO TO***

CTA

URGENCY + ACTION + BENEFIT

COLD EMAIL TEMPLATE #1

**"Hi [Name],
I came across your company,
[Company], and was really
impressed by your work in [Specific
area of focus].**

**I'm reaching out because I think we
could potentially work together in
the future.**

**I'd love to discuss the possibility of
a collaboration.**

**Would you be open to a 15-minute
call sometime?**

Best regards, [Your Name]"

COLD EMAIL TEMPLATE #2

Hey Tom,

Your twitter posts are amazing!

**Have you thought about turning
them into videos?**

**Because I've discovered a tool that
turns your tweets into TikTok
videos automatically.**

**Mind if I send more info with a cool
sample? Alex**

COLD EMAIL TEMPLATE #3

Hey Tom,

Just saw that you helped Nike get 1M views with your latest TikTok campaign - that's amazing!

I wanted to reach out because I connect ecom focused TikTok agencies in LA like yours with low-ticket Ecom stores perfect for TikTok ads.

Just helped Dormify book 17 meetings.

I would love to show you my plan.

Do you have any time this week for a quick chat? Cheers, Alex

COLD EMAIL TEMPLATE #4

Hey Mark,

**We have a podcast where we chat with
Ecom store owners like you.**

**Would love to have you on to talk
about your experience growing
{{companyName}}.**

**Mind if I send some more info over a
call?**

Best, John

COLD EMAIL TEMPLATE #5

Hey Sarah,

**I'm amazed by your SaaS Company
Growth In Last 6 months.**

**We help SaaS companies like you get
extra 10 meetings weekly with your
ideal customers.**

**And If we don't get you 10+ meetings
weekly you get your money back.**

Mind if I send more info how we do it?

COLD EMAIL TEMPLATE #6

Hi Hannah,

Sorry if it's too upfront, but I just noticed something that could (your offer).

Mind if I send more info? – Sorry if it's too upfront, but I just noticed your website doesn't have a FB pixel installed.

It's a serious problem. Fix it soon

COLD EMAIL TEMPLATE #7

Hey Tim, I was just searching for sustainable ecom stores and found {{companyName}}.

And when I was scrolling through your product pages I saw that you don't have a TikTok account.

Have you thought about TikTok or? Because shortly we help sustainable ecom stores spread their mission and get more sales on

. Btw we just helped (client) get an extra 40K visitors in 1 month there.

Would it be cool if I send you more info on how we did it?

Lmk. Best, Alex

FOLLOW-UP STRATEGY

1

INITIAL COLD EMAIL

2

**QUICK BUMP
(2 DAYS LATER)**

3

**VALUE RECALL
(2 DAYS LATER)**

4

**BREAK-UP
(4 DAYS LATER)**

Follow-Up Samples

YOU CAN COPY

HEY, I KNOW YOU'RE BUSY, JUST MAKING SURE THIS EMAIL DIDN'T GET BURIED.

HEY, IS THERE ANYONE ELSE AT {{COMPANYNAME}} I SHOULD BE SENDING THIS TO?

AT THIS POINT I'LL ASSUME (YOUR OFFER) ISN'T A PRIORITY RIGHT NOW. FEEL FREE TO REACH OUT WHEN IT CHANGES.

JUST A FRIENDLY REMINDER, I'M STILL WAITING FOR YOUR RESPONSE ABOUT [TOPIC]. ARE YOU READY TO TAKE THE NEXT STEP?

CAN'T STOP THINKING ABOUT [TOPIC], LET'S CONNECT AND BRING YOUR IDEAS TO LIFE.

**NOTHING HAPPENS OVERNIGHT-
KEEP PRACTICING. GOOD THINGS
TAKE TIME**



**FOLLOW
@NEHA SHAFIQ COPYWRITER**



**© COPYRIGHT 2023 BY NEHA
SHAFIQ ALL RIGHTS RESERVED**



0 35545 62336 78 1