ULTIMATE GUIDE TO REACH OUT TO YOUR DREAM CLIENTS

EVERY COLD EMAILER'S PLAYBOOK

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 Personaliz

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
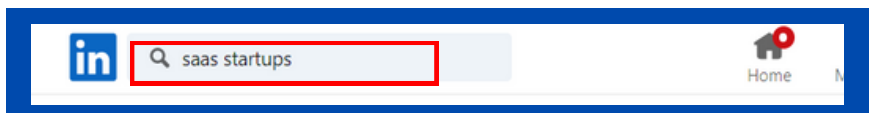
Step 2: Apply Advanced Filters
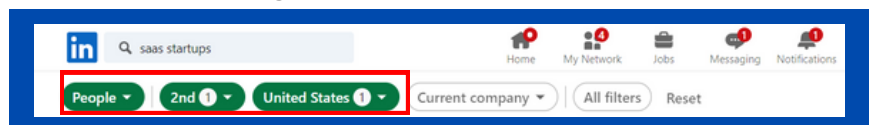
Step 3: Open at least 5 profiles in different tabs
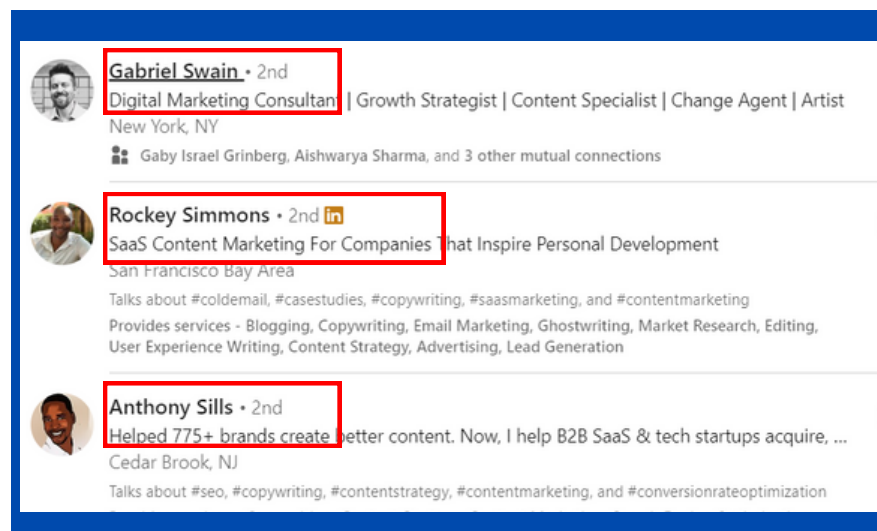
3. FIND THE EMAIL ADDRESS THROUGH THE CONTACT INFO TAB

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
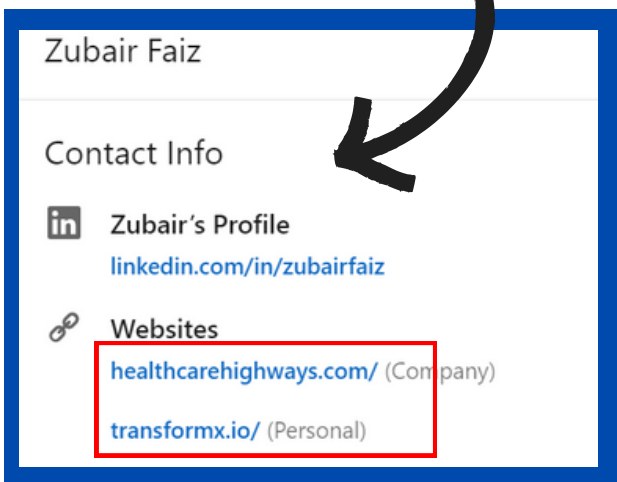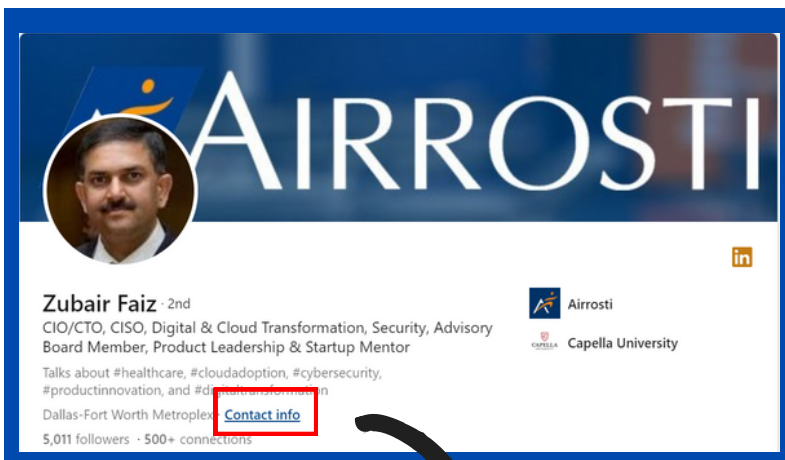
4. FIND EMAIL ADDRESS THROUGH THE WEBSITE

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
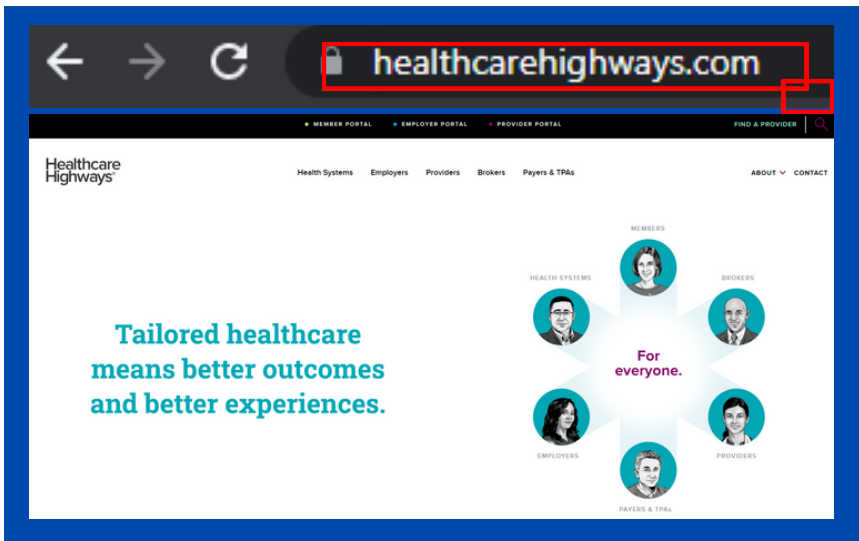
Step 2: Go To The Contact Page
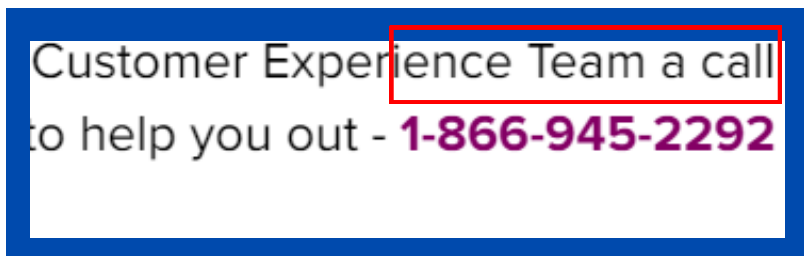
Step 3: Click On The Icon

Step 4: Use Hunter.io Chrome Extension
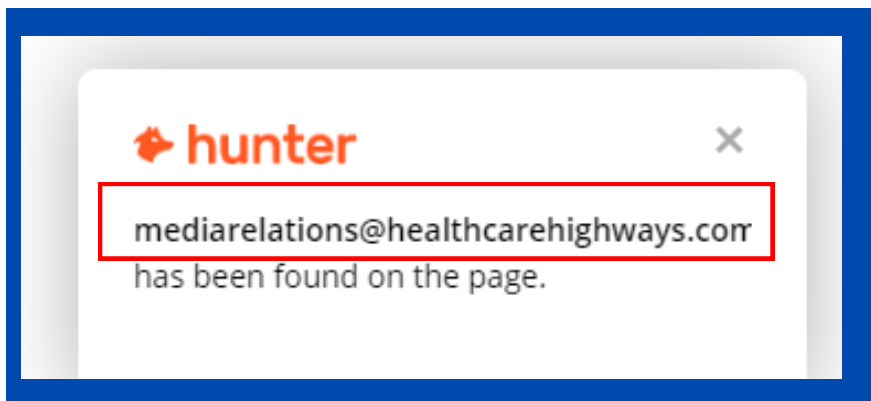
5. FIND EMAIL ADDRESS THROUGH HUNTER.IO
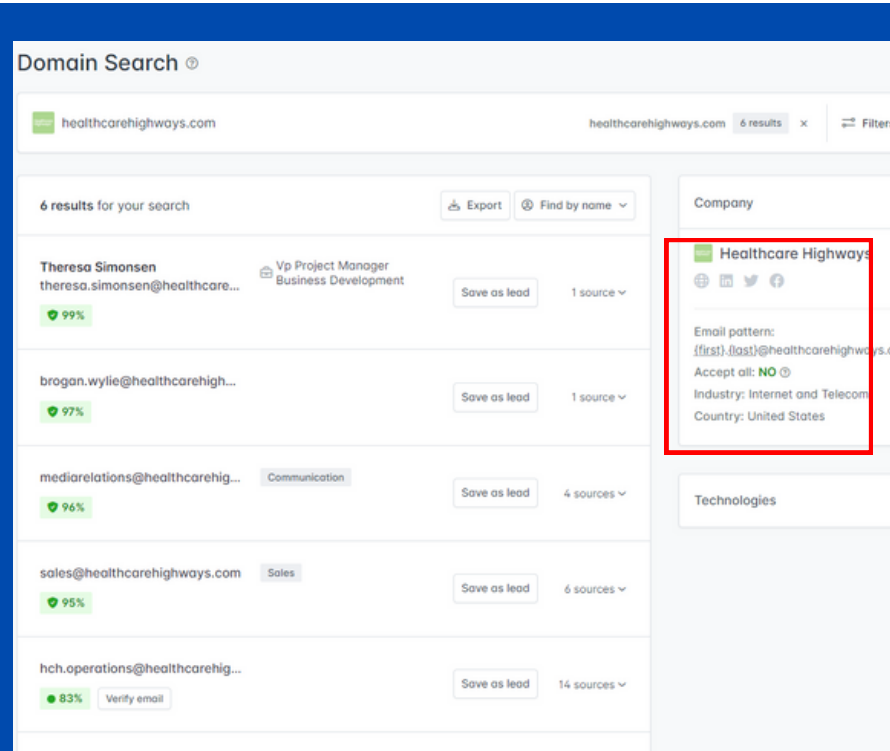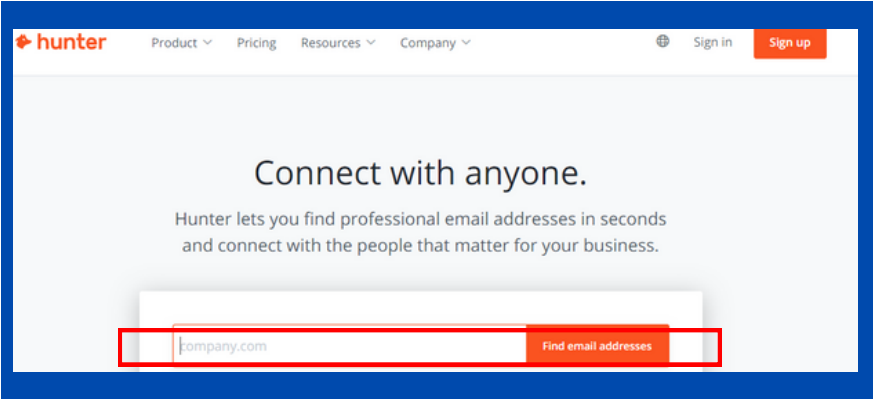
7. FIND EMAIL ADDRESS THROUGH APOLLO

Step 1: Go To Apollo.io Website
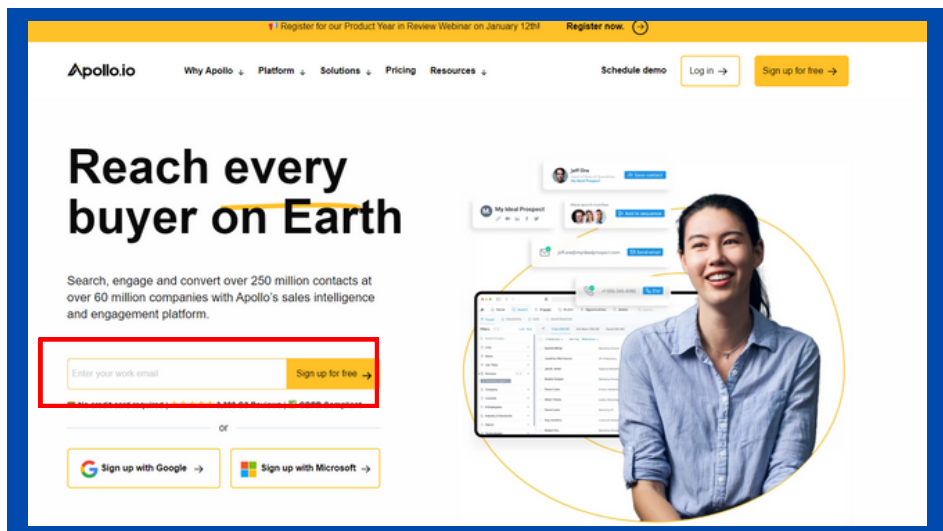
Step 2: Land On Apollo.Io Dashboard
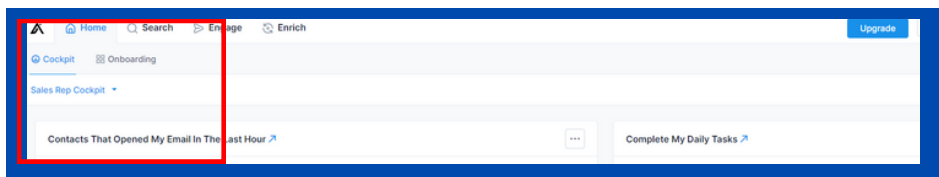
Step 3: Go To Search
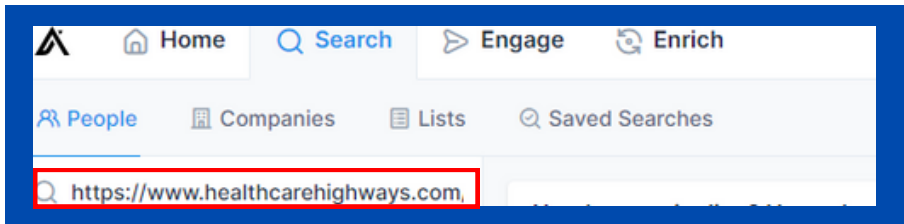
Step 4: Enter the Domain
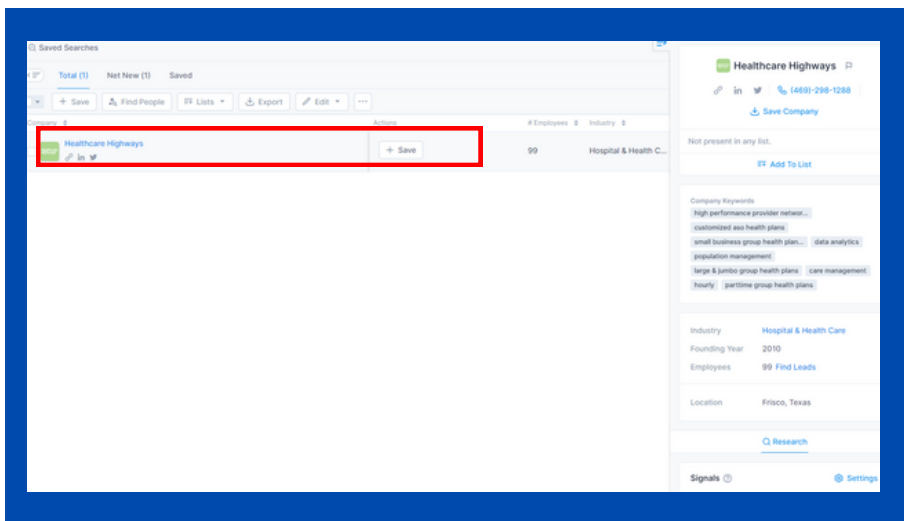
8. EXTRACT EMAILS WITH GETEMAIL.IO

ARRANGE ALL THE EMAILS IN A GOOGLE SHEET

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.
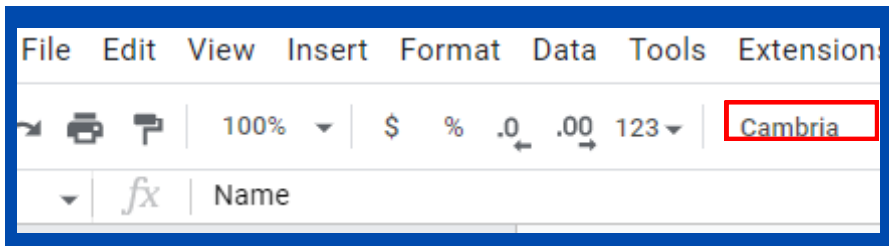
Step 2: Search For Mergo Mail Merge> Click On Install
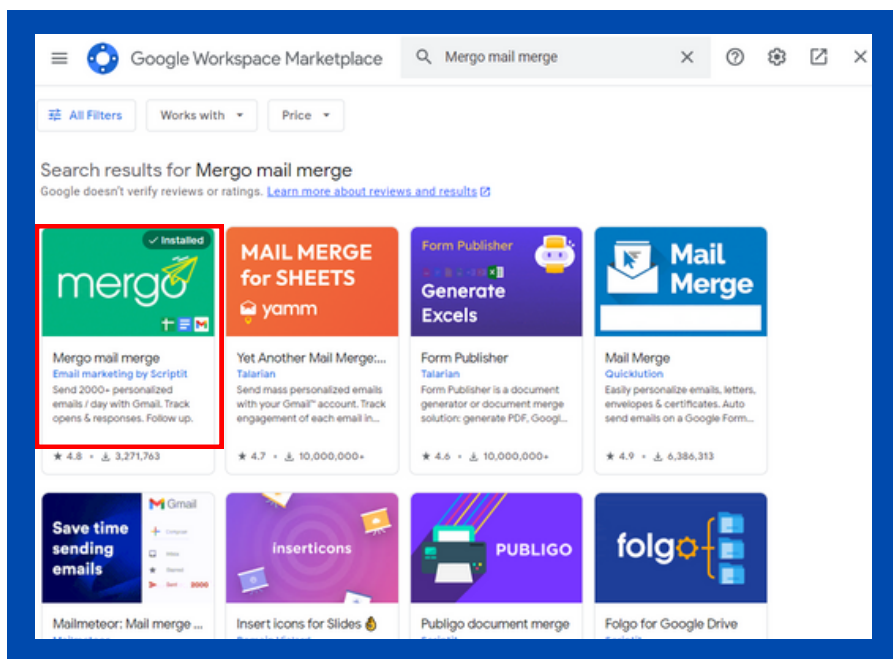
Step 3: See all the add ons on the right side of the sheet
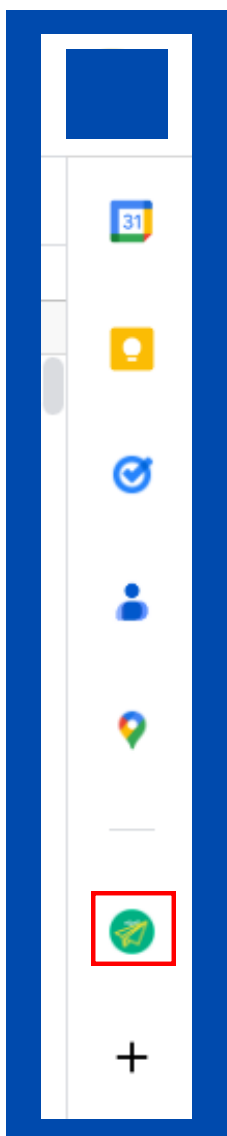
Step 4: Go To Mergo Icon > Click on Send Your Campaign
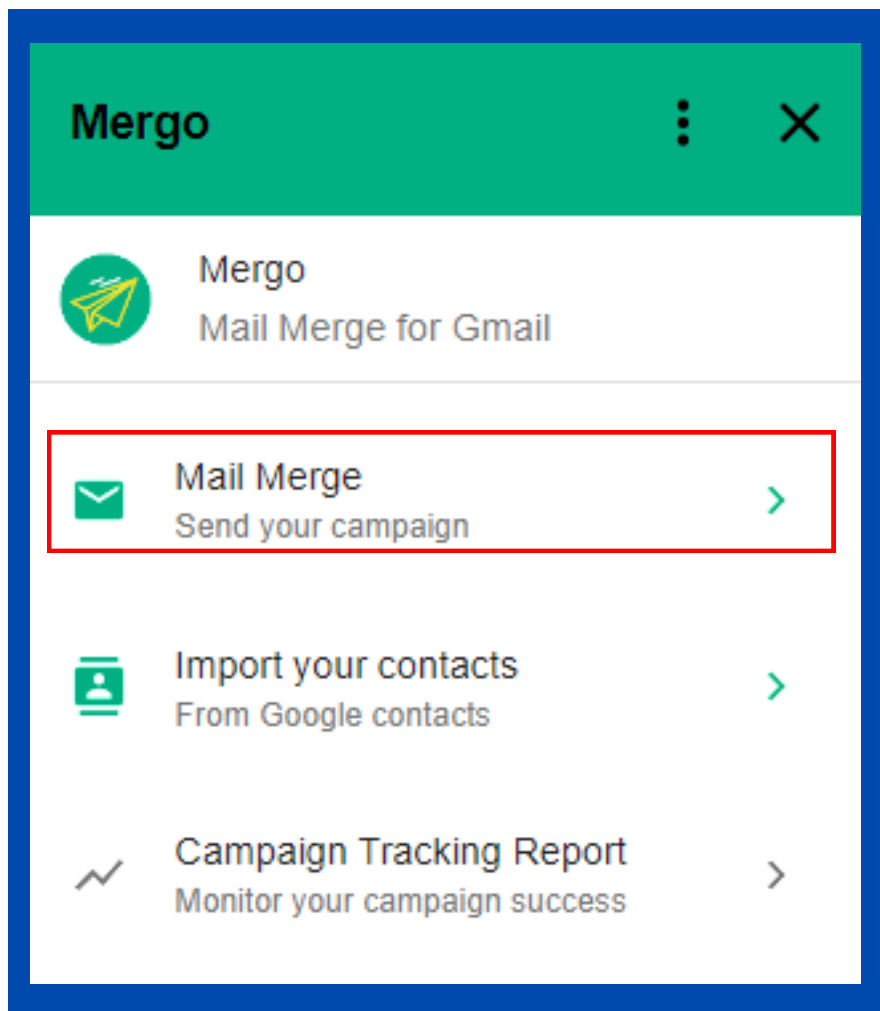
Step 5: Choose The Sheet > Set The Subject Line > Click on "Send 47 Emails"

Step 7: Campaign Is In Progress
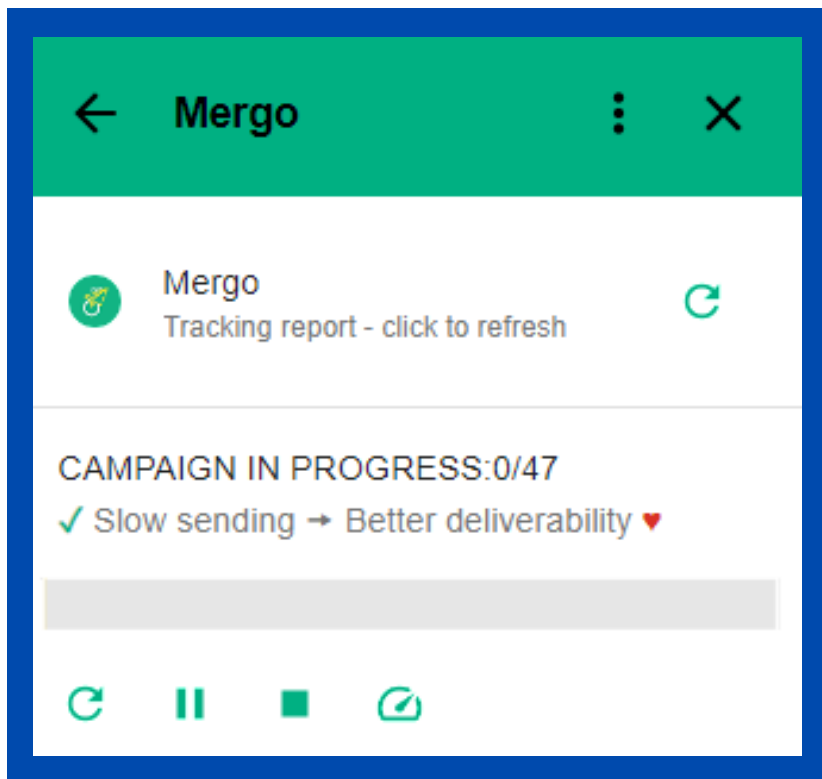
Step 8: Track Your Campaign Metrics > Go To Gmail > See in right-side
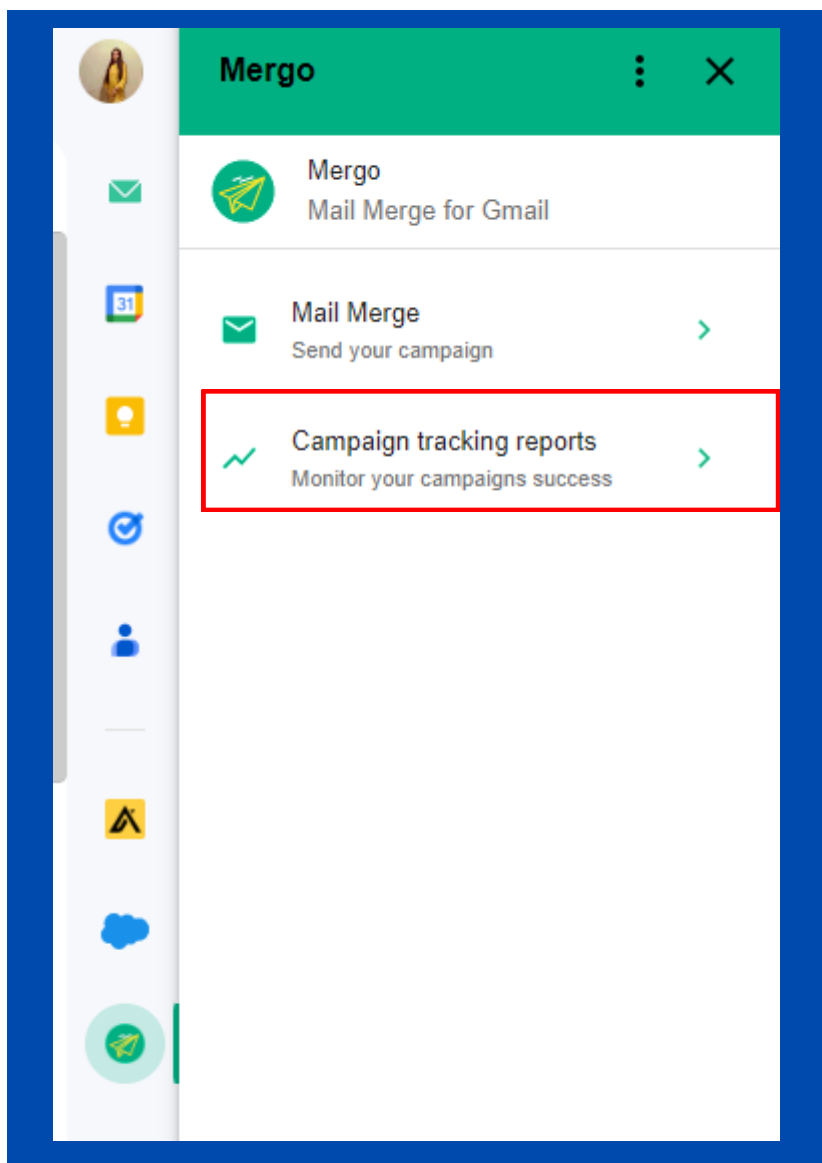
Step 9: Track Your Campaign Metrics

- **Go To Gmail > See in right-side**
- **Click Campaign Tracking Reports**
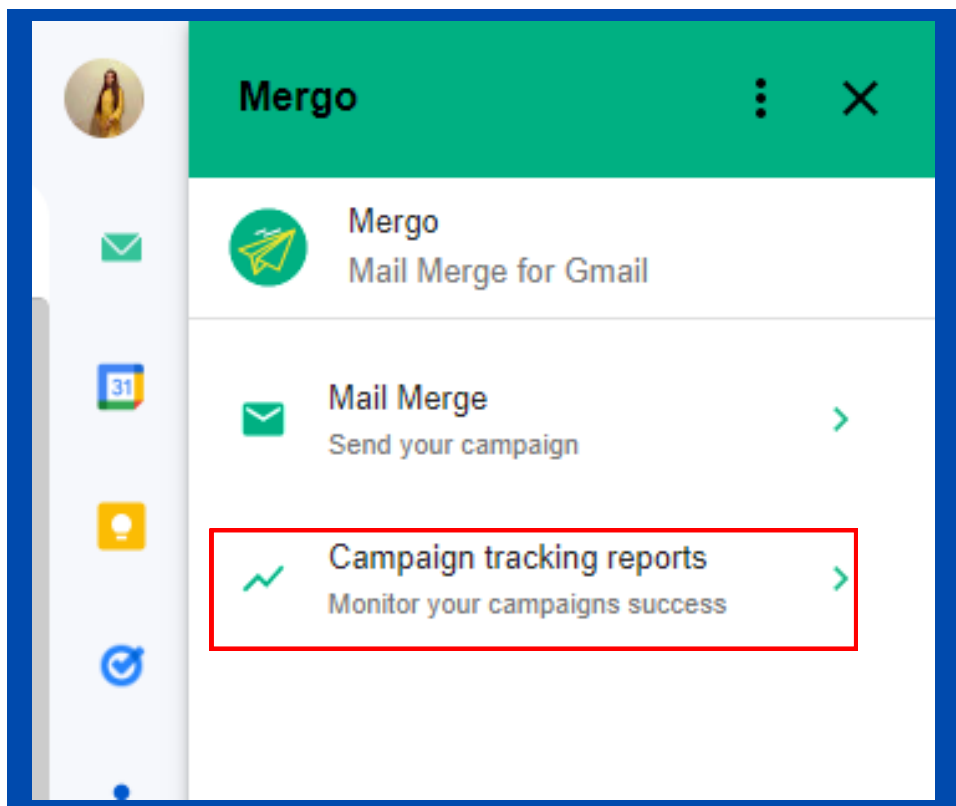
Step 9: Track Your Campaign Metrics

- ## Choose Your Campaign
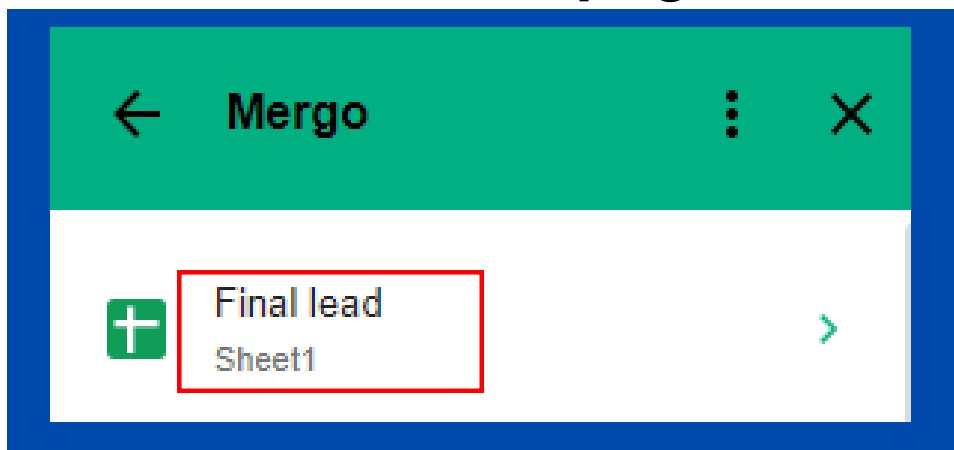
- ## See All The Metrics
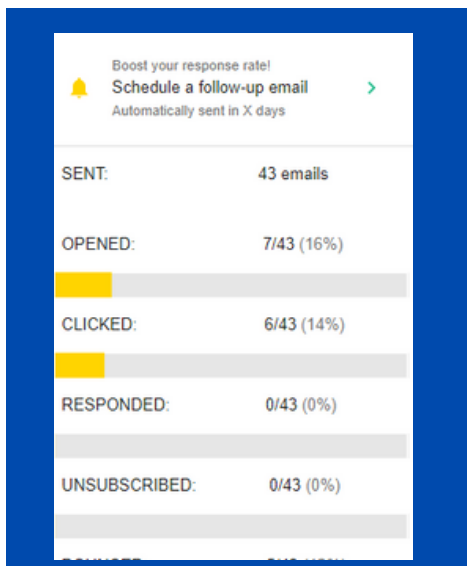
5 COLD-EMAIL SUBJECT LINE FORMULAS

"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

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