



8 EMAIL TEMPLATES THAT WILL GENERATE WARM LEADS



8 EMAIL TEMPLATES THAT WILL GENERATE WARM LEADS

While it's not ideal in the world of lead generation, the reality is that many of us still need to cold email as part of our prospecting efforts. Today, we want to share seven cold email templates that will generate warm leads and get you started on the right foot!

Every company, of course, is different but the below cold email templates and best practices should be a good starting point and for most of you.

FIRST, LET'S TALK ABOUT THE ART AND SCIENCE OF EFFECTIVE COLD EMAIL SUBJECT LINES:

When it comes to subject lines, follow these guidelines:

- Use their name in the subject line when it makes sense.
- Make the subject line as specific as possible. The more personal the subject line, the higher the open rate.
- If you wonder if it sounds too much like a "marketing email", then it probably does
- Experiment with questions in subject lines.
- Always deliver in your email what you promise in your subject line (if the disconnect is too big, you're going to get good open rates but bad responses).



8 EMAIL TEMPLATES THAT WILL GENERATE WARM LEADS

HERE ARE 4 COLD EMAIL SUBJECT LINES THAT GET OPEN RATES OF +35%

- 1 "[Introduction] [name]" or "[Introduction] [your name/company] <> [their name/company]"
- 2 "Quick request"
- 3 "Trying to connect"
- 4 "[Name of their company]"

THERE ARE 2 APPROACHES TO COLD OPEN EMAILS USED TODAY:

- 1 You're emailing someone high up in the organization asking for a referral down to the right person
- 2 You're emailing the decision maker, directly pitching them to sign up/call/meeting/etc.

Let's get started with four cold email templates asking for referrals within the organization.



8 EMAIL TEMPLATES THAT WILL GENERATE WARM LEADS

COLD EMAIL: REFERRAL — V1

Hi [first name],

My name is [my name] and I head up business development efforts with [my company]. We recently launched a new platform that [one sentence pitch].

I am taking an educated stab in the dark here, however based on your online profile, you appear to be an appropriate person to connect with ... or might at least point me in the right direction.

I'd like to speak with someone from [company] who is responsible for [handling something that's relevant to my product].

If that's you, are you open to a fifteen minute call on _____ [time and date] to discuss ways the [company name] platform can specifically help your business? If not you, can you please put me in touch with the right person?

I appreciate the help!

Best,

Signature

COLD EMAIL: REFERRAL — V2

Hi [first name],

I hope I'm not bothering you. Could you please refer me to the person in charge of [something that's relevant to my product]?

Thanks for your time,

Signature



8 EMAIL TEMPLATES THAT WILL GENERATE WARM LEADS

COLD EMAIL: REFERRAL — V3

Hey [first name],

My name is [my name] and I'm with [my company name]. We work with organizations like [company name] to [insert one sentence pitch].

[One sentence unique benefit].

Could you direct me to the right person to talk to about this at [company name] so we can explore if this would be something valuable to incorporate into your events?

Cheers,

Signature

COLD EMAIL: REFERRAL — V4

Hey [first name],

I'm sorry to trouble you. Would you be so kind as to tell me who is responsible for [insert your biggest pain point here that resonates with your ideal customer; OR insert function like "sales" or "recruiting"] and how I might get in touch with them?

Thank you,

Signature



8 EMAIL TEMPLATES THAT WILL GENERATE WARM LEADS

Let's check out two cold emails that are using approach #2 and pitching the decision maker directly on the value proposition and next action steps.

COLD EMAIL: DIRECT SELLING — V1

Hey [first name],

I hope this email finds you well! I wanted to reach out because [explain how we got their contact information and how we relate to them: talked to a colleague, saw your company online, etc.].

[Name of company] has a new platform that will help (your team at) [organization name]. [One sentence pitch of benefits]. We do this by:

- Benefit/feature 1
- Benefit/feature 2
- Benefit/feature 3 (optional)

Let's explore how [name of your software] can specifically help your business. Are you available for a quick call [time and date]?

Cheers,

Signature



8 EMAIL TEMPLATES THAT WILL GENERATE WARM LEADS

COLD EMAIL: DIRECT SELLING — V2

Hey [first name],

I hope this email finds you well! I wanted to reach out because [explain how we got their contact information and how we relate to them: talked to a colleague, saw your company online, etc.].

[Name of company] has a new platform that will help (your team at) [organization name]. [One sentence pitch of benefits].

I know that [our product] will be able to help [name of your company] [insert high level benefit here].

Are you available for a quick call [time and date]?

Cheers,

Signature

FOLLOW UP EMAIL V1: THE BUMP UP

[First name],

I know you're a busy person, drop me a note if you caught the email below. ***Note* this email should follow up as part of your previous email's thread so the prospect can quickly re-read your previous email.**

Thanks,

Signature



8 EMAIL TEMPLATES THAT WILL GENERATE WARM LEADS

FOLLOW UP EMAIL **v2**: THE BREAK UP

[First name],

I

'm sure you're running around as much as I am, so feel free to give me a 1, 2, or 3

1. I'm interested in [your value proposition]— let's talk.
2. I'm interested, but it's not a good time, reach back out to me in 1 month.
3. I'm comfortable where I'm at from a [problem you're trying to solve for them], but thanks for connecting anyway.

Regards,

Signature

IN CONCLUSION

Sales, especially cold emails, are all about testing, measuring, and finding the right message that works best for your organization. We strongly encourage copying and storing these messages either inside your CRM as prebuilt templates or if that isn't an option, save them in a Google Sheet that will provide you quick access.

Happy Hunting!