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THE CONNECTOR:

COLD EMAIL TEMPLATES FOR SMART ENTREPRENEURS AND SERVICE PROVIDERS

Relationship building templates that help you sound like you instead of a drone.

"I don't know where to start with cold emails... And I don't want to sound like everyone else either. It's just SO frickin' confusing."

^^ That's *exactly* how I felt right before I sent my first "real" cold email campaign.

I say "real" because there were plenty of false starts.

Like when I googled around for the best cold email templates and tried going as short as possible... Only to get no interest.

Or when I picked a profitable industry with big marketing budgets to niche in - like a lot of very smart, successful people said I should - but I didn't know how to connect with the people who worked in it so my campaigns fell flat. Again.

I'm not saying doing these things isn't smart.

It can be.

Short emails *can* work extremely well. Dayana Mayfield - a brilliant copywriter and a cold email savant - built a superbly successful business using them. (If short is your thing, check her out. Even if it isn't.)

Choosing a profitable industry to work with is also a smart thing to do. If you have something you can offer the industry you choose.

These things didn't work for me because I hated writing those emails.

Hated it.

No matter how many times I told myself to adult up. To just get it done. To hit send.

Funny enough, when you send something you didn't enjoy writing, people can tell.

Still.... a few years after those initial failed campaigns, I decided it was time to do client outreach again. This time, I was determined to make it work for me...

So I thought about who I wanted to work with. In my early campaigns, I chose companies that had big marketing budgets. This time, I decided to only target companies if I used - and loved - their product.

As their ideal customer (and a copywriter) I felt I could offer something.

The first campaign I sent led to an 80% open rate and a 25% meeting rate. (That was the call to action.)

And now, I templated 3 of those emails hoping they'll help you as you figure out how to do cold email, your way.

Use them as a starting point and edit - and adapt - them to fit your voice, character and personality.

After each template, I shared a real world example. An email I actually sent. (Well... except that I changed the names and identifying details for privacy's sake.)

You got this!

TEMPLATE 1

“You’re magic” - the door opener

Use this template to start a conversation with the CEO (or C level executive) of a company you want to build a relationship with (the kind that leads to work or starts a convo)

TEMPLATE 1

Subject line: [thing you're doing] = magic

Body:

Hey [Name],

A big part of me still feels like I've woken up in some kinda futuristic dream (minus the flying cars):

Being able to [do the thing that the software does].....

To [expand on that sentiment]It's mind-blowing and humbling at the same time. And [Company name] plays a pretty big role in making that happen for [type of clients].

Which got me thinking:My [clients/people] love this tool. It's an awesome tool. I'd love to work with/get to know the people that make it so good.

So [I thought/ I decided] to check-in. I'm [who you are].

Are there any [type of projects] projects on your to-do list for this quarter I can help you with/you need help with?

Cheers,
[Your name]

TEMPLATE 1 IN ACTION

Hey Hosea,

A big part of me still feels like I've woken up in some kinda futuristic dream (minus the flying cars):

Being able to see customer behavior in real-time...

... To have the tools to interpret that. To understand what people are doing. To use it to serve them better...

It's mind-blowing and humbling at the same time. And T.V.D.L.G. plays a pretty big role in making that happen for a lot of businesses I've worked with.

Which got me thinking:

My clients love this tool. It's an awesome tool. I'd love to work with the people that make it so good.

So I thought I'd check in.

I'm a conversion copywriter. Are there any conversion-focused projects on your to-do list for this quarter I can help with?

Cheers,

Sophia

TEMPLATE 2

Rockin' Content - the relationship builder

This template is great to use when the company/person you want to connect with has done something cool that shows they're growing. (Or there's a particularly exciting piece of industry news.)

TEMPLATE 2

Subject line: [The person/software/subject featured in one recent piece of awesome content you want to consume] vs [The person/software/subject featured in another recent piece of awesome content you want to consume]

Body:

Hey [NAME],

I love [Name of podcast/blog/video series/webinar series etc.]

I'm about to [replace with whatever you're likely to be doing while consuming their content. If it's text, then "settle in with my favorite coffee" or whatever works; if it's a podcast then "go on a bike ride"/ "walk your dog" → choose something real] and I can't decide if I want to catch the [content subject/person/episode from subject line] or [content subject/person/episode from subject line]... It's a good problem to have. So thank you for continually putting something this awesome together.

This got me thinking about [something the company you're emailing did that's related to the above recent industry news].

Your team is doing a lot of awesome stuff right now. And as we [enter the new Q/ near the end of the year etc. a time statement that adds a bit of context and urgency.] you've got so much going on.

I'm a [who you are] and I'd love to help out with any extra projects you'd like to get done this [time period].

Do you have 15 minutes to chat next week?

Cheers,

Sophia

TEMPLATE 2 IN ACTION

Subject line: Henry Lemieux vs The railroad??

Body:

Hey Mary Beth,

I love the T.V.D.L.G. podcast:

I'm about to go walk my pup and I can't decide if I want to catch the latest episode with Henry Lemieux or listen to the Railroad one... It's a good problem to have. So thank you for continually putting something this awesome together with phenomenal guests.

I was reading about the outlaw software industry this morning and the predicted market growth.

This got me thinking about Dutch's Ledger, your recent ProductHunt, and the end of the year...

Your team is doing a lot of awesome stuff right now. And as we near the end of the year, you need to handle wrap up and set up for next year at the same time.

With everything you've got going on, that's a lot of work.

.I'm a conversion copywriter and I'd love to help out with any extra projects you need to get done before year's end.

Do you have 15 minutes to chat next week?

Cheers,

Sophia

TEMPLATE 3

**The short, sweet,
direct pitch**

This template is perfect for freelancers looking to add a few more projects to the books

TEMPLATE 3

Subject line: YUSSSSSS! No more [problem the company helps solve]

Body:

Hey [Name],

First off: I love [Company Name]. It's completely taken the guesswork out of [the main problem the product solves].

Now I [know/can] exactly [what the product helps you learn/achieve] and I can [thing you can do thanks to the product].

For an [what you do] like me that's basically The Dream.

This got me thinking:

This [product/solution] is awesome. I'd love to work with the people behind it.

So I thought I'd check in. Do you have any [type of projects you're looking for] projects you need a hand with?

Sophia

TEMPLATE 3 IN ACTION

Subject line: YUSSSSSSSS! No more guesswork.

Hey John, F

First off: I love Beecher's Hope. It's completely taken the guesswork out of email outreach.

Now I know exactly who's seen what and I can measure what's working (and what isn't.)

For an email conversion copywriter like me that's basically The Dream.

This got me thinking:

This software's awesome. I'd love to work with the people behind it.

So I thought I'd check in.

Do you have any conversion-focused copy projects you need a hand with?

Sophia