

Cold Email Template

How to relate your product/skill to an article, webinar.

Salutation

Good (time of day) (insert name)

Give a compliment & let them know you've done your research.

Thanks for sharing (insert article, webinar, video or product). It was really interesting to see (what you found interesting). I've always wondered how (what they did), and you seamlessly incorporated that in your (article, webinar, video, review, etc.)

Product placement. Let them know what you can do for them.

Since you (whatever they mentioned), perhaps turning them into (what you have to offer) would give them that instant wow factor. There is one that I did for you (take one of their items, websites, whatever you can make look better and try to fix it).

Market yourself and make it accessible.

You can create more (your product + your web page) here—its super easy.

Don't forget to add something interesting that's relevant to what they do. (ask for their opinion)

I recently came across (interesting article, blog, tweet, video, info, news) and thought you might find it interesting. I'm curious to hear your thoughts about it. Brings up some pretty good points, right? (tailor this to fit you)

Invite them to respond.

Let me know when we can connect.

Thank them.

Thank you for your time.

Sign off.

Looking forward, (your name here, phone number, web address,)

Example

Good morning Jessica,

Thanks for sharing that amazing article on the paranormal vs. fantasy. A lot of people confuse the two, so it was interesting to see how you clearly differentiated both genres. I've always wondered what exactly makes vampires apart from the fantasy world and you seamlessly incorporated that in your article.

I noticed that your publishing house is lacking in the paranormal department actually, perhaps you should look into taking on more authors in the paranormal field, like me. It would give your publishing house that readership that your missing, increasing your demographic group.

Your website said submissions are closed but I have a manuscript that is ready for your viewing.

Let me know if this is something you would be interested in and we can connect further.

Thank you for your time.

Looking forward,

Rosemary

*Side note: It's a different procedure that authors have to go through since they have to write a cover letter for their submission, which I will cover in a future blog post, but if you see that they're not accepting any more submissions, try this approach, especially if you see that the books they have published falls in line with your style of writing and your genre/sub-genre.

**Print these pages and have it in front of you. I find it's easier to write everything out if it's in front of you.