

# Cold Email Template

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

Salutation

Hello (insert name here)

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

I've been following your (insert product) for a while now—very cutting edge (insert product). I loved your recent (webinar, article, TED talk, interview, something recent).

Show them how your product can make their business more profitable.

I think all it needs is (whatever you have to offer) I wanted to introduce you to another (whatever they have in place) substitute we recently launched in the form of (name of your product).

Explain what your product does and why it will benefit them. Show or tell.

(If there is a process or procedure to explain in a step by step form, write it here. Be concise and direct.)

Profitability. How will you make their expenses go down and their profit go up.

The average (your consumer target) spends \$ per month on (his product) vs (\$\$ of your product) on (your product) (you might have to tweak this a bit to fit with your product)

Give an interesting fact about your product.

Here's an interesting angle to explore: (neat fact about your product)

Invite them to reply.

If this is a good fit, let me know. Or When you have time, let me know if this product is a good fit for you.

Thank them.

Thank you for your time

Sign off.

Best Regards, (your name here, phone number, web address,)

# Example

Hello John,

I've been following your blog posts for a while now—very fun and cutting edge articles. I loved your recent webinar that you gave on how to make the best use out of Pinterest for your blogs. I think all your webinar needs is a collaboration to include other social media platforms. I wanted to introduce you to another method that I personally employ that would go great together with your webinar. I talk about Instagram and Twitter with my followers and I think talking about all three platforms would bring a boost to your sales. We can coordinate as coaches to teach different modules that are more jam packed with tips to bring in more clients.

I noticed from your webinar that the average growth in email subscribers per year was 60,000 whereas my combined Twitter and Instagram webinar modules brought in twice as much subscribers. Imagine what kind of clientele we can gather with us working together?

Here's an interesting angle to explore: There are 600 million active Instagram users, and 319 million Twitter users. Compare that to the 150 million users on Pinterest. We can literally quadruple your sales. Neat, right?

When you have time, let me know if our combined efforts would be a good fit for you. Thank you for your time.

Best Regards,

Rosemary