lemlist

MASTER THE ART OF COLD EMAILING

Tactics and templates email outreach experts use to receive more replies and grow their business. And how you can do it, too!

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INTRODUCTION

Who is this ebook for?

When you're doing cold email outreach, you stumble upon all kinds of challenges. Sometimes they are harder to solve, other times you take care of them fast. Once you figure out one, inevitably, another one comes knocking. These might include:

1) Low reply rates and negative ROI
2) No access to the world's top-performing cold email templates to take inspiration from
3) Wondering how many follow-up emails is too much
4) Low open rates and high bounce rates
5) Falling victim to spam filters and experiencing poor deliverability
6) Wondering whether your 10+ team needs a second domain just for cold emailing

Whether you're just starting out or you already have a solid experience in the cold email world, having a go-to resource packed with industry secrets, best tactics and quality templates is something we'd all want to possess.

We sincerely hope this ebook will become that kind of a resource for you and your team. In here, you'll find years of email outreach experience transformed into actionable tips and creme de la creme cold email templates that scored high reply rates.

It doesn't matter if you're a salesperson, work in marketing, are recruiting talent, or trying to conquer link building. There's something for every trade and every outreach objective.

Whenever you feel stuck or when you stumble upon a roadblock, we hope this ebook will be your Thor's hammer so you can crack on.

Much love,

lemlist

The journey to a high reply rate

Every email outreach hacker is concerned with one thing and one thing only - reply rates.

A high reply rate later transforms into your business objective. More leads, booked demos, free trial signups, specific link clicks, generated backlinks, or job applications.

But how do you get a high reply rate? We'll present you with steps you need to take for this journey to end with champagne. 🍾

- Set up your email outreach funnel
- Make sure prospects receive and read your emails
- Invest time in researching your target audience
- Crafting the perfect cold email sequence

Before we share our 27 cold email templates with you, we strongly suggest you go through these four chapters first. They will give you the necessary framework on top of which you can build your entire sales, marketing, or any other funnel.

Plus, we kept them short and sweet, so it won't take you ages to read them.

1. Set up your email outreach funnel

Your outreach funnel depends on the type of your business. I'll give you an example of how lemlist's outbound sales strategy looks.

Send cold email sequence → Generate a reply → Book a meeting → Free trial (or move to paid conversion directly) → Paid Conversion

Whether a prospect goes through a free trial or becomes a customer immediately depends on the type of a prospect and their needs. Sometimes, you might have to run multiple meetings before converting them. This is usually the case with bigger clients and enterprises.

But the main point is, the funnel's framework remains intact. It just adjusts to the prospect in question. Your mission is to figure out your funnel, position cold email sequences in it accordingly, and keep improving it by being data-oriented.

However, there are certain rules you ought to follow:

- **Sell the next step.** For example, in their cold emails, our sales team doesn't bother with selling lemlist. Instead, they are focused on booking a meeting first. It's only at that meeting when they start selling lemlist.
- **It's about them.** Eliminate "I" or "our company" from your vocabulary. "You" and "your company" are things your prospects want to hear. They don't care about you. Your job is to figure out how they can win so that you can too.
- **Intrigue, don't promote.** Your product feature is a solution to their pain. Meaningless words are replaced with relevant examples. Promotion goes away, empathy steps in. It's through these trade-offs that you'll get more replies.
- **Stop being generic.** While automation helps you scale your business, it can't replace your understanding of the market. So, first understand what makes your prospects tick, segment them into buckets (e.g. across different pain points), and then start automating. Relevant personalization and automation for repetitive tasks is the ideal match.

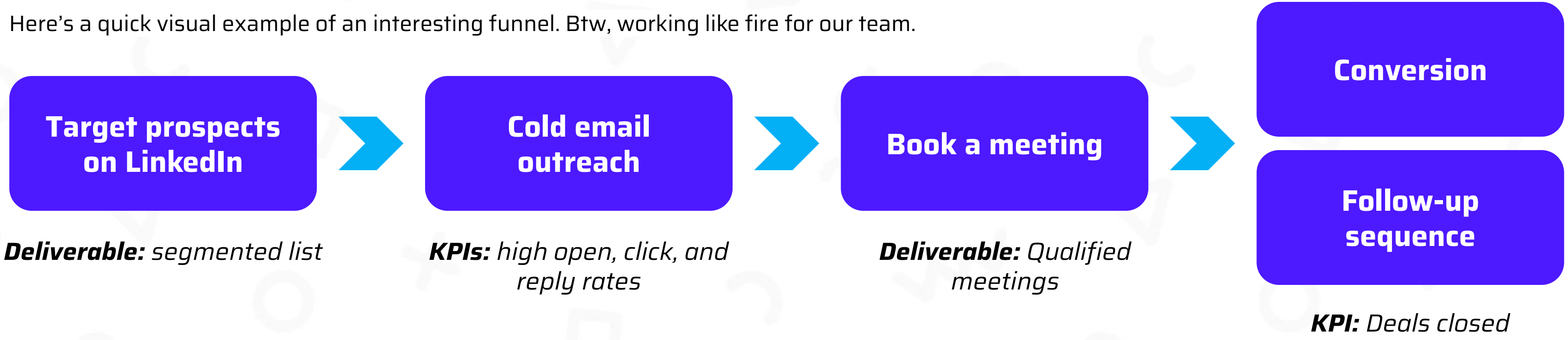
1. Set up your email outreach funnel

The same rules apply to your follow-up emails. We'll talk about specific tactics in a bit. But before we do, let's finish this chapter with some targets you should keep in mind and some funnels for inspiration.

- Try not to send more than 100 emails per day
- Your open rates should be above 50%
- Your reply rates should be above 20%
- From 100 emails sent, you should hit a 10% conversion rate (e.g. 10 meetings booked)

Don't worry if you're not there yet, that's what this ebook is for.

Here's a quick visual example of an interesting funnel. Btw, working like fire for our team.



2. Make sure prospects read your emails

For a prospect to reply, they first have to receive your email and open it. However, the fact of the matter is that a lot of cold emails end up in spam or promotion folders. Meaning, prospects don't even get a chance to read the email in the first place.

This tends to happen more often to bigger sales teams where multiple people are sending emails without following email deliverability rules. The result is they ruin the domain's reputation and suffer from low open rates and high bounce rates. We can illustrate the importance of email deliverability through this image.

Here some typical and quite painful mistakes people make when sending cold emails:

- **Use fake accounts and aliases.** For example, when you're setting up your Gmail profile, input your correct details. Simply put, using fake info is a bad idea in the long run.
- **Sending blasts fast.** If you select an email marketing tool to send your outreach campaigns, you'll suffer because email providers don't like to see thousands of emails sent at the same time. Punishments for this are severe.
- **Forget to warm up their email address.** Especially if you have a new one. It needs to be warmed up. Meaning, you have to send and receive emails initially so that email providers can see there's a real person behind the address. You can also automatically warm-up your domain with lemwarm.
- **Second domain dilemma.** Big sales teams wonder when and how to set up a dedicated email domain just for cold email outreach. Our advice is to go with a dedicated domain that doesn't look scammy because it's extremely difficult to maintain a high email reputation and efficiently manage a bigger team.
- **Track metrics in the wrong way.** Everybody wants to track opens and clicks. But so many forget to set up their custom tracking domain and are punished for it later.

All the answers on how to do an audit of your email reputation and maximize email deliverability lie behind this link. And don't worry, these are super simple how-to tutorials to follow. Please set this up.

Your cold email future depends on it.

3. Invest time to research your target audience

To be able to personalize cold emails, you have to know your target audience. There's no shortcut or quick automation that will help you do this. You have to invest time and put the work in.

The better you know the person you're about to reach out to, the easier it will be to write the actual email. On top of that, the ROI you generate on customer research is high reply rates. So it makes complete sense to do it. The main objective is to look for patterns. If your product/service solves 3 specific pain points, I bet you'll find three different types of prospects. You can organize them into these 3 buckets.

For example, lemlist helps people get high reply rates, maximize deliverability and engage with prospects across multiple channels. As a result, this means I can organize prospects into 3 different campaigns and pitch them accordingly. And because I know the patterns, I can automate certain things or create templates for a specific bucket. How can you understand your audience better? Luckily, there is an abundance of resources available:

- **Communities.** Facebook and Slack groups are big deals in today's world. Find relevant communities for your business and use the internal search option for your analysis. Also, why not build your own community and centralize feedback? :)
- **LinkedIn.** A network we all love nowadays. Not only can you connect with any prospect in a heartbeat, but its Search algorithm is vastly powerful. Be sure to use it as all the information is already there.
- **Reddit/Quora/Product Hunt.** People ask many intriguing questions and leave interesting comments on things that matter in your industry. Pay attention to them!
- **Google.** Seeing how many people are searching for specific things can help you confirm the demand. Any SEO tool out there will give you even deeper insights into what drives clicks and what type of content people consume.
- **Job ads.** This is a brilliant hack our sales team uses. For example, when we see that a certain company is looking for new sales reps to join, we know that they are a potential customer to us. Plus, in most of the job ads, we can identify what are the objectives they plan to hit and what this person's job description would entail.

3. Invest time to research your target audience

Don't underestimate the power of good customer research. The markets are dynamic, competition is fierce and things change rapidly. The only way to stay ahead of the curve is to be a few steps ahead. And it all starts by understanding your customers and then putting that information to good use.

First Name	Last Name	Email	Intro Line
Guillaume	Moubeche	guillaume@lemlist.com	You're a big inspiration for me G and the way you bootstrapped lemlist to where it is today is amazing. So I thought to myself...I had to send you this email.
Vukasin	Vukosavljevic	vuk@lemlist.com	I saw your recent LinkedIn post about marketers being more data driven and how you measure things at lemlist. The before/after image was awesome.
Briana	Dilworth	briana@lemlist.com	I saw that you joined lemlist's marketing team recently and wanted to congratulate you for it. Since we're both content creators, I have an idea to share that I think you'll love.

This is a basic example of a .CSV file with which you can customize intro lines for every prospect. Something as simple as a Google Sheet can be your faithful companion during research that you can later use to personalize cold emails. Plus, with this extension, you're going to enjoy the process even more.

4. Crafting the perfect cold email sequence

We have come to probably the most interesting part for anybody looking to skyrocket their business through cold emails. What does a good cold email sequence look like? More importantly, how do you differentiate from your competitors and motivate people to reply to you?

Let's start from the top. A top-performing cold email sequence consists of an opening email and follow-ups.

First cold email

For many outreach hackers, this is usually the best email in the entire sequence. Its components are:

- **Subject line.** The first thing you want to look out for is not to make it too long because some people will check it out on their mobile where you have less "real estate". Up to 5-6 words is usually the best. Then, treat it like a newspaper headline. It should intrigue prospects, motivate them to open the email.
- **Intro line.** This is where you break the ice and incentivize your prospects to lower their guard down. Essentially, you want them to read that intro and be like, "Ok, this is not a boring salesperson, let's see what they want". This is achieved by using genuine compliments or questions, common ground, and referencing things of their interest.
- **Pitch.** There are plenty of ways in which you can structure your pitch. One of the examples is the PAIN - SOLUTION technique, where you reference their most important pain and position your product/service as a solution. Another way to do it is through an empathetic example. Have you already done what they're doing now? Show them the magic and position your product/service along the way.
- **Call-to-action.** It should come naturally after your pitch. To find out the one that works best, you have to test. But, don't confuse prospects with too many options. Don't be pushy either. Fight friction and don't make them think too much. If what you're saying resonates with them, they should be able to book a call with you in approximately 30 seconds.

4. Crafting the perfect cold email sequence

If this seems intimidating, that's what our templates are for, keep reading how these tips look in action

Follow-ups

The first thing people ask about follow-up emails is how many to send. Along with how not to be boring and send those same types of “did you read my last email” messages.

The strategy with follow-ups can be: 1) use well-structured reminders or 2) storytelling.

When you’re reminding people, you need to understand the quality of your first email. You do that by analyzing the results. For instance, did people not reply because they forgot or because it could be better. If you’re reminding them and you’re dealing with the latter, that won’t do the job, would it?

It’s okay to reference the prior message, but try to repeat the most important information in the follow-up. Make it sharp and write it in a slightly different way.

If your strategy is storytelling, a good idea is to reveal one more gem with every subsequent email. For example, in my first email, I can speak about problems with email deliverability. But, in my follow up I can show you how to fix them. The second follow-up can showcase a relevant use case from your industry.

This strategy is great because it adds value with every additional email in the sequence. The trick is to connect the dots and position it as a story.

How many follow-ups should you send?

A solid framework would look something like this:

- 2-day delay between email 1 and 2
- 2-day delay between email 2 and 3
- 3-day delay between email 3 and 4

4. Crafting the perfect cold email sequence

Here's an example of a schedule for 8-step cold email cadences.

- 2-day delay between email 1 and 2
- 2-day delay between email 2 and 3
- 3-day delay between email 3 and 4
- 3-day delay between email 4 and 5
- 4-day delay between email 5 and 6
- 6-day delay between email 6 and 7
- 8-day delay between email 7 and 8

But remember, there's no golden rule or one-delay-fits-all schedules. The right schedule will be the one that's working best for you and your audience, after you test it.

So send a few campaigns and analyze the performance.

How to make sure all emails in a sequence go under the same thread?

If you're using lemlist to send your cold email campaigns, what you want to do is leave the subject lines for follow-ups empty. That way, every email will be delivered in the same thread.

Why should you send follow-ups?

Because they are guaranteed to bring more replies. And more replies bring more opportunities. Think about it, sometimes people forget to reply or have just been busy. Other times, their inbox could be filled with emails and they haven't got a chance to read it yet. Just because somebody doesn't reply immediately, it doesn't mean they aren't interested. Ultimately, this is why we deliver follow-ups in the first place.

Advanced email outreach tactics

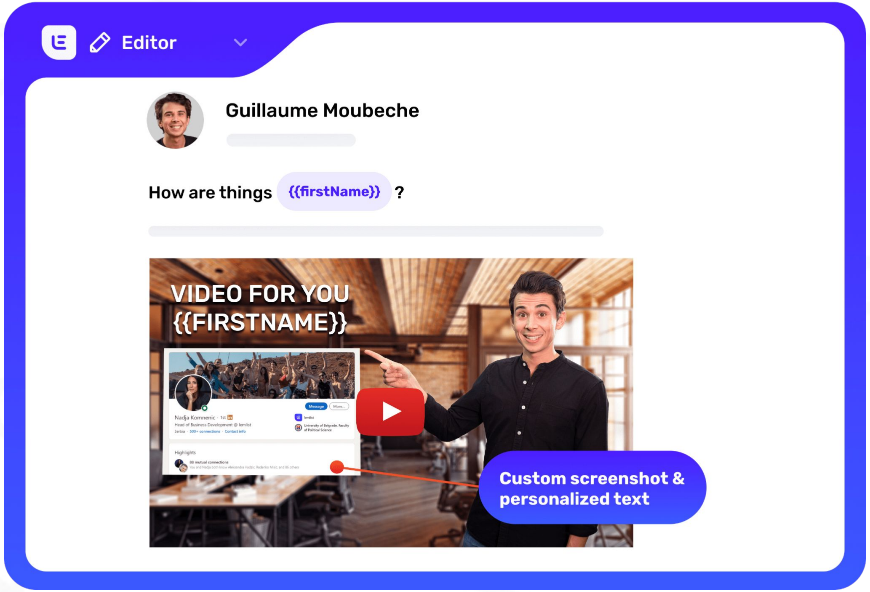
One more thing before we move onto cold email templates. Prepare to discover 5 high-performing outreach tactics that will ramp up your reply rates.

Capturing prospects' attention with images

An image in a cold email can mean so many fantastic things. We can be talking about:

- Unique video thumbnail customized for every prospect
- Screenshot of their LinkedIn profile
- Screenshot of their website

4. Crafting the perfect cold email sequence



In the example you see above, this custom video thumbnail outperformed every text link there is. It's a brilliant way to have prospects click on a link you want. Why? Because it's tailored to an individual, like a suit or a dress. A piece of clothing that's been specially designed for you always feels best, right?

This is what personalized images are able to do for your cold email campaigns. If you fit them into your email and make them relevant to the prospect, you'll be amazed.

Plus, you can create them at scale, [like this](#).

Dynamic landing pages

To continue from the previous section, imagine people clicking on your video thumbnail. Where will you take them once they click?

Imagine that prospects land on a page that's uniquely customized for them. Relevant text, their company logo, and your video embedded. Let's also say that your goal is to book a meeting. You then also embed your Calendly below the video to reduce friction and have people book that meeting with minimum clicks.

4. Crafting the perfect cold email sequence

If you think about it, this is a great outreach funnel to have. You can use it to book meetings, promote events, connect with your network, recruit, apply for a job, etc. Oh, and you don't have to imagine it. lemlist gives you a no-code way to create these pages in seconds, [like this].

Personalized text

Tailoring your email with text-only content is also a great way to stand out. With something simple as a well-structured CSV file, you can do wonders.

Everything you see in red columns is for internal use only, while the blue labels tell me what's going into my email.

By doing so, I'm creating unique sentences in my CSV, while doing the customer research. With custom tags, lemlist will place all the content in the right place.

Meaning all I have to do in my cold email then is to add {{Tiramisu1}} instead of my intro line, and {{Tiramisu2}} instead of my pitch sentence. Everything else is done on autopilot.

First Name	Last Name	Tiramisu1	Tiramisu2	Interested?	Booked call?
John	Barrows	While interviewing Morgan Ingram, he told me I absolutely have to get in touch with you and bring you as one of my next guests. Plus, I just finished watching your recent video on prospecting in the time of a global pandemic, and it just adds to all of that.	I think it would be cool to focus this episode on mid- and bottom-funnel stages. and boil down through all the details there. Leave the audience with super actionable advice.	INTERESTED	YES
Matt	Heinz	I caught up a video where you spoke about B2B sales and the connection between Sales and Marketing. Was interesting to hear your $0.02 on MQLs and conversations involved around it.	I think it would be great to make this episode about CRMs, efficient ways to use them and, more importantly, how not to overcomplicate stuff.	INTERESTED	YES
Mike	Weinberg	Just finished watching your "Saturday Thoughts" video on YouTube where you asked about how much time do sales people actually spend creating and closing opportunities. Love the best sales tool analogy you made!	I think it would be great to make this episode about hiring, building a powerful sales team and helping them perform to the best of their abilities.	CIRCLE BACK IN A FEW MONTHS	NO
Richard	Harris	Just finished listening to your interview on "The Salesman" podcast. Was quite interesting to hear you talk about ego states and give context around all three you mentioned.	I think it would be great to make this episode about ramping up SaaS sales. Deliver super actionable advice for the viewers at various stages of growth.	INTERESTED	YES
Scott	Leese	Just finished listening to your interview on "Sales Secrets From The Top 1%" podcast. Was quite interesting to hear you share how you handle sales meetings, your urgency tactic and how you navigate the conversation from there.	I think it would be great to dig deep into building a scalable sales machine for startups from the ground up. You're the perfect man for the job.	INTERESTED	YES

4. Crafting the perfect cold email sequence

A/B testing

Now let's imagine two different scenarios.

The first one is you're in a room with your boss and the rest of the team. Together, you're trying to decide what the best subject line is for an important outbound campaign you're about to send. There are two choices in the mix. An hour later, the decision is made.

Here's the second option. Instead of debating which subject line is better, you let the audience tell you. You split the entire list into two buckets and send it. Instead of an hour, you spend 10 minutes explaining the move to the team.

Tell me, honestly, which scenario would you rather be in?

This is what A/B testing is for. To save you time and protect your company from subjective opinions. Whether we're talking about subject lines, intro lines, images, image vs. text, two different sequences, you can A/B test anything.

Things you can A/B test:

1) Subject lines
2) Intro lines
3) Call-to-actions
4) Entire sequences
5) Formal vs. informal approach
6) More vs. less follow-up emails
7) Personalized images vs. personalized text
8) Dynamic landing pages vs. personalized text
9) One-channel vs. multi-channel approach

Opportunities are endless.

SALES TEMPLATES

Schedule a meeting in style

Subject line: Thanks for the ebook Stephen

Hey Stephen,

The ebook you've shared on building a marketing plan was spot on. Loved the highlight it puts on the impact of proper messaging and how easily it gets overlooked.

You wore many hats in your career, from social marketing to enterprise sales, so you're surely aware of the importance personalization and proper messaging has in cold outbound.

Hell, you wouldn't be able to lead 4 companies to successful exits without it.

I'm curious to know if you have something in place to help your team practice what you preach and ensure they're efficiently leveraging personalization in their cold emails?

If this resonates, let me know. I will be happy to chat over coffee.

Take care,

Nadja

110
sent

80%
open rate

23%
reply rate

Research! Nadja's campaign was full of information about each lead to grab their attention from the start.

She starts out with the intro that is 100% centered around them and shows the proof behind her statements.

Then she asks a question that opens up a conversation without sounding too pushy and ties this in with her CTA to meet for coffee. And of course she adds a finishing touch of the coffee cup image to seal the deal.

Centering her email around her leads and adding a human touch is what led this campaign to its success!

How can you use this?

1 Research tip

It seems like this might require a lot of research when you are doing it for a large number of leads. But, it doesn't have to be! Instead of sending 1000 emails a week, send 100-200, and really try to qualify your prospects and research them accordingly. You will be amazed at how much you can learn from their LinkedIn posts, a blog article they wrote, or a podcast they did somewhere. Your job is not to send the highest amount of emails, but to close as much as you can. The better the research is, the higher your conversion rate will be.

2 Custom tags

Let's imagine you want to have a custom intro sentence and a custom call-to-action for every prospect. In your CSV file, add two columns - "intro line" and "call to action". Then, for every prospect, add appropriate content when you're researching. Finally, go to your cold email tool (preferably lemlist :P), and create a template. In the intro section add {{intro line}} and later {{call to action}} tags. That way, your cold email tool will automatically pull the right content for you. A simple text personalization that does wonders.

3 Coffee cup image

You probably saw that it says Stephen on the coffee cup Nadja is holding. That's the {{first name}} tag that dynamically updates for each prospect in your email list. Plus, it also shows that you are a real human being, makes the email feel warm, and allows you to showcase your personality. That way, you're building a relationship with your prospect, which is what sales is ultimately all about. If you're curious how you can create this coffee cup image, take a look at this.

Take this needle out of my back

Subject line: Your emails going to spam? Do this

Hey Jackie,

I noticed yesterday's conversation around email deliverability in the Cold Email Closers community. Your comment caught my attention, but don't worry, I come in peace. :)

In the past two months, my team went from 3 to 8 people, with everybody sending outbound campaigns. It hit our deliverability hard, so I faced the same challenge you're facing right now. But, there are a few things you can do to fix it and keep your open rates at 50%+. Let me show you...

Hit me up, just a chat,

Vuk

60
sent

83%
open rate

32%
reply rate

This cold email starts off with a relevant subject line that the prospects see in a timely fashion. For example, this prospect expressed spam concerns in the “Cold Email Closers” community on Facebook, so Vuk was quick to reach out afterward and the subject line helped capture the prospect’s eye. Because it speaks to their “urgent” need.

The intro line referenced the subject line and that community post to set the expectation straight and to showcase you’re not entering someone’s inbox guns blazing.

As the Head of Growth at lemlist, Vuk is obviously selling a cold email tool that also helps maximize email deliverability. But in this case, he’s doing it in a credible and empathetic way by connecting with prospects first. By doing so, he shows his prospect that he solved that pain in the past.

The gold in this email is in the personalized thumbnail. Instead of sending an article or using words to explain it, Vuk decided to go with a video outlining how he fixed the situation. Why? Because it brings value to people. Plus, every image is unique to the prospect in question and it grabs their attention right off the bat. On top of it, it also opens a window for Vuk to showcase his personality and position lemlist as the go-to solution.

How can you use this?

1

Customer research

You can see that even the subject line mentions the problem the lead is facing and how it can be fixed. This sets the expectation perfectly on top which you can elaborate and build a story in the email. Plus, these are all qualified leads for your business. How do you find them? By looking at groups on Facebook, Slack, LinkedIn, or even things like Clubhouse, Quora, or Reddit. You can also leverage LinkedIn and its robust search engine to check out their latest activity to see if they have mentioned anything in their posts or comments. Find out where your audience is spending time online and go to the source.

2

Connect with their problems

You can either establish how you've fixed the problem in the past or just state the challenge and walk them through the solution. In either case, be sure to add real proof! Using both of these methods you still want to position yourself as helping them solve their problem, but not about selling your specific solution. Your objective is to create a story of some sort and help them connect with it. The more they connect, the better.

3

Personalized video to seal the deal

Now it's time for the cherry on top, the video. In this video, you'll want to showcase one of the suggestions you have to solve their problem and give a link to your product. You can use Loom or Vidyard (or anything else really) to do a quick screen share video and walk people through a deck or live example. It doesn't have to be perfectly edited, but it should be valuable and actionable. And the personalized thumbnail in the email helps you boost clicks and get them to open the video. This is how you can create it at scale, so it dynamically updates for every prospect in your list.

Job ads outreach tactic

Subject line: Your hunt for an SDR at Pipedrive

Hey Jack,

I saw on ReveGenius that you're looking for new SDRs for Pipedrive to help you out with ABM campaigns and support you in this exciting stage of your growth after a new round of funding.

Given you rank top 25 for the workplace environment, I am sure you'll find a candidate in no time! I'm curious - given your aim to stay away from the spray and pray approach and put emphasis on quality over quantity in your outreach, do you have a tool in place to help new hires cut some time and automate cross-channel prospecting whilst still maintaining that much-needed personal touch.

I'd love to run an idea by you on how your hires can conduct personalized outreach to enterprize employers across emails + LinkedIn + calls in an automated way and get them to drive down the cost of business-critical training with Pipedrive.

Would you be open to hearing more about it?

Nadja

150 sent

71% open rate

50% reply rate

This cold email campaign is super special and it performs like crazy for lemlist's Head of Business Development, Nadja.

What's special about it is the method she uses to qualify prospects. Nadja goes to websites like Indeed to see which companies are hiring Sales VPs or SDRs, because it's highly likely these prospects need a good outbound sales solution like lemlist.

She uses the intro line of her email to get straight to the point, be relevant, and show that she's paying attention. Then, before jumping into sales, she aims to establish a real rapport first by paying them a genuine compliment.

It's only after all that the conversation moves to identifying the challenge and talking outbound. What's interesting about the call-to-action here is that Nadja positioned it to sound exciting to the prospect, thus boosting her reply rate.

How can you use this?

1 Go to the source

Qualifying prospects can be time-consuming and sometimes hard. But if you figure out where some extent of information is already stored online, you will identify a useful shortcut, without sacrificing quality. For Nadja's team, this shortcut is a job ad, but for your business it can be many other things like their LinkedIn profile, website, or other social media activity.

2 Genuine compliments

If you decide to extend someone a compliment, make sure you mean it. Saying something generic or insincere will do your more harm than good. Compliments that you can back up represent a beautiful way to start a business relationship.

3 Conversational call-to-actions

Sometimes, the best CTA doesn't have to be your Calendly URL or a dedicated landing page. A simple invitation to a quality chat and exchange of tactics can do the trick. Especially if you have a strong personal brand behind your LinkedIn profile or your company's logo.

Identifying decision-makers

Subject line: Ron recommended I get in touch with you

Hi Jeremy,

Hope nothing but the finest things are happening at Spendesk.

I'm looking to get in touch with the person who handles Spendesk's outreach campaigns. As a fellow Head of Growth, I'm guessing you are the right person to talk to. Here's why I'm asking.

I watched your interview on The Family podcast and it was quite interesting when you guys started talking about the dynamics of your events, community and how you're planning to transform CFO Connect champions into Spendesk users.

It got me thinking and researching your cold email work.

I'd love to hop on a call with you (or someone else) to talk more about this (link). Trust me, as one outreach player to another, you're gonna love it once you click.

You interested?

Vuk

250 sent

76% open rate

29% reply rate

This template was so successful because of its personalization, and because you are asking them to verify they are the right person to be in contact with.

In this case, Vuk used custom variables to add information about the company and verify that this lead is in fact the right person to reach out to. Then he drops some well-researched information about this specific lead.

Finally, he finished with a simple yes/no question that is sure to boost response rates!

How can you use this?

1 **Transition and pitch**

In this example, Vuk decided to intrigue prospects and hook them to open his link, where he would later go in-depth on a specific tactic. But, in the bigger picture, once you reference your research in the previous section, it becomes easier to make the transition. Reference is how you set the stage, pitch is where you offer something exciting.

2 **Reference your research**

If you discover something interesting online, make sure to reference this research point in your cold email. The prospect needs to connect the dots about what you're saying, plus it shows that you are the type of person that does their homework.

3 **When to use this template**

You can use the "decision maker" template either as the first email to verify you are talking to the right person or as a follow-up to people who haven't responded.

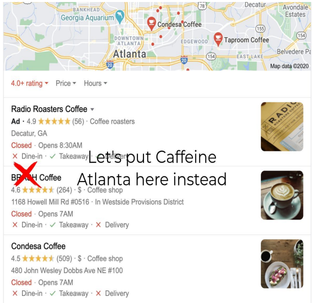
Show them the promised land

Subject line: Caffeine Atlanta, the king of Atlanta

Hi Sarah,

I'm a caffeine addict, sipping my second double espresso today and it's only 11 am.

I recently googled "best coffee shops in Atlanta" and noticed your competitors are ranking higher than Caffeine Atlanta.



I want to be the person that will help you take over the throne, while also ramping up your sales.

Here's a quick plan overview (link) I suggest so you know I mean business.

I'd love to hop on a call with you and talk about everything in more detail.

Let me know if you're interested.

Have a good one,

Ilya

380
sent

81%
open rate

37%
reply rate

This email starts out with an icebreaker that is personalized for every lead's business. It helps tone down your sales intentions and focus on starting a conversation on a topic that's relevant to your prospect.

When transitioning to the sales pitch, this email captures interest by mentioning how the lead compares to their competitors on Google, complete with a personalized image.

Then it shows them the promised land by explaining how they can put their coffee shop on top and even links a plan so they know he is serious.

It finishes with a CTA that clearly states the next steps, a call, and asks if they are interested with a Yes/No, which can boost response rates!

How can you use this?

1 Help prospects visualize success

In this example, we can see that the email is playing on the competitive nature of prospects and something that's really relevant for their business. If somebody searches for "best coffee in Atlanta" their business needs to be there with great reviews to show. What's the moral of the story here? Figure out what the main factors are influencing purchasing decisions in a market and then visualize what you can for prospects to help them succeed.

2 Polite call-to-actions

A gentle(wo)man's code suggests that you shouldn't go all-in on sales before your prospect expresses interest. Once you qualify them and there's a fit, go all-in by all means.

3 Conversational intro lines

When starting an email, you can use an icebreaker that connects to the lead's work and at the same time shows why you are a good fit to work with them. Then explain where you got the info from above, mention one of their competitors, and of course top it off with the customized image. Thankfully you can input all of this info into a CSV and lemlist will take care of the rest! A good intro line can be a genuine compliment, a common ground, or a reference to something they did in the past. Even humor, if the situation allows for it.

Network your way to sales

Subject line: Coffee or tea? Hello Eva!

I saw your growthmaker podcast on how you onboard your SDRs, super interesting! I just started working at lemlist and I'd be delighted to talk to you about your vision of the outbound & automation sector.

There are so many topics to cover, so all the tips are good to take in my opinion. 😅

I have worked in several startups and different teams, so I too have a lot to share with you!

Would you like a 15-minute call on Zoom?

-> Here for the ☕

-> Here for the 🍵

P.S. - Yes, I'm doing a little study on the subject "Are you more into tea or coffee?" for my next Linkedin post. 😁

Clémence F.
B2B Outbound Sales Automation Expert @lemlist

🤔 **23** sent

🙂 **91%** open rate

😁 **35%** reply rate

Clémence starts right off the bat with a personalization tag that shows she did her research before reaching out to this lead. This will immediately grab their attention because let's face it, who doesn't like reading compliments about their work?

Then she establishes who she is, and why this is interesting for her lead. In networking emails, it's always important to establish your credibility without making it seem like you are bragging. Clémence did this beautifully by simply mentioning her previous experience, and how this can help the lead.

She goes in with an easy yes/no question with a link to her calendar so they don't even have to respond, and adds a funny twist to this by putting options for a coffee and tea meet-up. This adds a human touch to her email that sets it apart from all the other automated emails in her lead's inbox. This is sure to boost her click and response rates!

How can you use this?

1 **Add humor**

"Coffee or tea" dilemma is such a nice touch that makes the conversation feel human and pleasant. Plus, it lowers the prospect's guard and tones down the sales side of the email. Always be on the lookout for how you can make your email outreach feel more like a conversation, so that replying comes naturally.

2 **Establish credibility smoothly**

You don't need to name drop, mention all the awards you've gotten, or publications you've been cited in. Keep it simple and human by just adding a short credibility statement so they know you are serious.

3 **Grow your network**

After adding a personalized intro sentence for every prospect, the rest of Clémence's template focuses on establishing a connection. If your email copy delivers on a promise to have a quality conversation when you meet, not only can you smoothly position your product/service, but you can also have a valuable exchange and potentially develop great professional connections along the way.

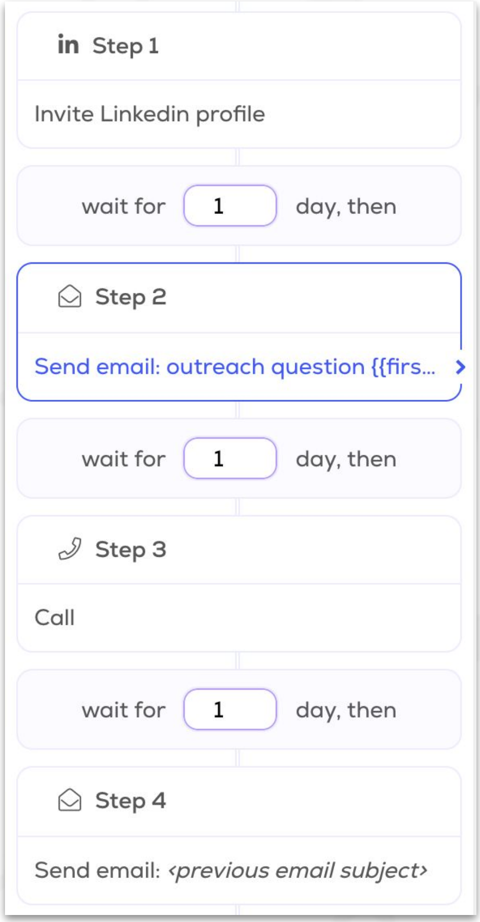
OUTBOUND SEQUENCES

Multichannel outbound cadence

The first cold email sequence we're going to analyze is from one of lemlist's B2B sales experts, Simon. It's very interesting because it leverages a multichannel approach. Here's what it looks like:

1. Establish a connection on LinkedIn
2. Send a cold email
3. Hop on a cold call
4. Follow-up email

In the first step, Simon's goal is to do simple things. Connect on LinkedIn and send them a light intro message. Don't be sales-y, but focus on starting a conversation on a topic that interests you both. Also, don't send all connection requests or emails on the same day. Spread it across a specific period of time and respect LinkedIn limits.



2nd email in the cadence

Subject line: Outreach question, Nadja

Hey Nadja,

I tried to reach you on LinkedIn the day before yesterday without success! (I suspect your agenda is full so I'm trying my luck here)

As I told you, I recently found out about what you've accomplished with the Miro team, your fundraising in particular. Bravo to you 🙌

I'm very curious to know what you have in place in terms of outreach to get there? Is there an axis that you're exploring at Miro?

Talk soon,
Simon

If a prospect doesn't reply, that's when a cold email is fired off. As you can see, this message is a pretty straightforward email. However, the second paragraph contains a unique sentence for the prospect that's pulled through the CSV file Simon previously prepared.

Also, the call-to-action is structured as an invitation to talk about sales and ambitious objectives, rather than directly asking for a meeting to be booked. He is patiently moving prospects through different stages of interest without making it obvious.

The third step is the cold call. Thanks to good research before reaching out, Simon came prepared. He went to the Welcome To The Jungle job board and assessed whether prospects are expanding their sales teams and determined the objectives they wanted to hit. By knowing what his prospects are aiming to do, Simon can navigate the conversation accordingly.

Multichannel outbound cadence

But, going back to different stages of the prospect's interest, the goal of a call is to book a Zoom meeting. So these calls are short and sweet. As a matter of fact, Simon starts the call using this sentence "I totally understand you're busy, all I need is 24 seconds to explain my point. Do you have 24 seconds?". That way, not only does he capture the prospect's attention but he also plays on the prospect's biggest needs. Most importantly, he sells the meeting, not the product.

The final step is the follow-up email that gets delivered if the person doesn't respond to the cold call. The goal is to squeeze in additional replies from people who were just too busy and weren't able to reply before. The email begins with a unique intro line for every lead and then leverages the personalized video thumbnail tactic we talked about earlier in this ebook.

But to do a quick recap of this image one more time, it consists of: a) Simon's image so people can see the real person, b) dynamic text with {{firstName}} tag, c) LinkedIn profile pic of the person, d) company logo in the bottom left corner and e) play button. This way, your click rate is maximized, while people are moved to a dynamic landing page. What's special about that?

It's a custom page that's tailored for every lead individually, while the most important things are embedded on it - dynamic text, video, and your Calendly URL to decrease friction. This is one of the finest ways to book meetings and be different in a very noisy world of cold email outreach. Here's a quick tutorial on how you can create one for your business without writing a single line of code.

Multichannel outbound cadence

220 sent

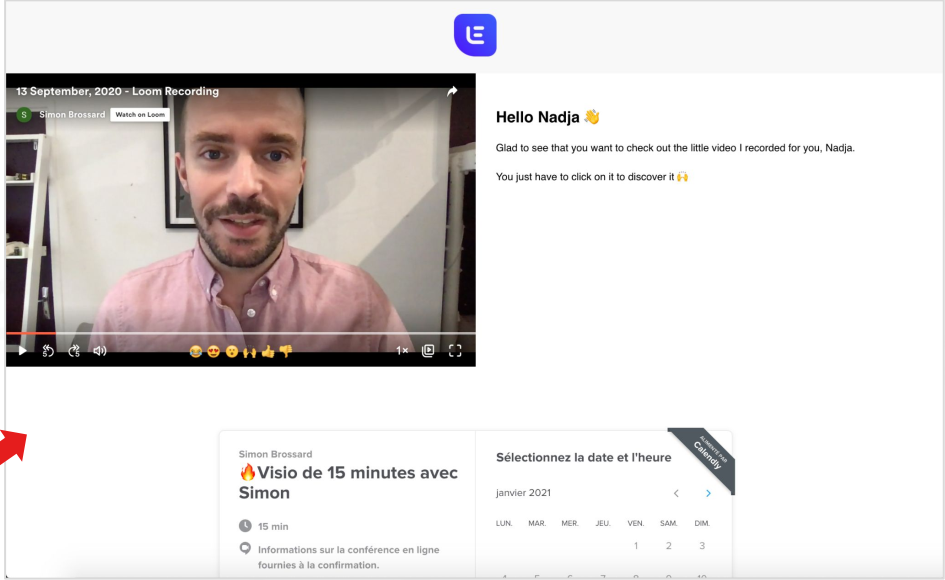
88% open rate

40% reply rate

Subject line: *same as the previous email

I tried to reach you yesterday by phone without success

I also just realized that I asked you a few questions, but I didn't take the time to introduce myself...Rather than writing you a long block, I shot a little video for you that you can watch by clicking on the thumbnail.



Learn [how to use this strategy] to increase your conversion rate.

How can you use this?

1 Reference the last step in a smart way

Simon always makes a reference to the previous step - "I emailed you two days ago..." and never lets too much time pass between steps. Two-days in between is the maximum.

2 Cold call tips

The call always goes in the middle of the sequence for maximum impact. Prior to calling, list all the numbers before. That way, you'll stay sharp and manage to average 20 calls an hour.

3 Call with one click

Thanks to the integration between Aircall and lemlist, Simon is able to have all prospects in one clean list and call them in seconds right from the lemlist app. Multichannel sequences all without leaving lemlist.

Convert inbound leads to clients (email 1)

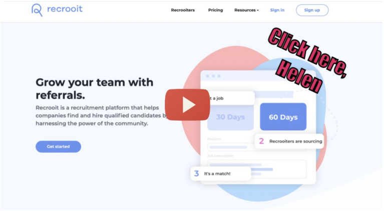
Subject line: Hi Helen, I've saved your video! 🤗

Hi, Helen 👋

I want to thank you for signing up, and I hope you attended our Tech Recruitment course.

I believe you now know Recrooit (and the team behind it) a little better. The time has come for us to get to know you better and to push your career forward together.

I have prepared a short video for you:



or click here.

Our mission is to connect with talent hunters who:

- They want to absorb knowledge and gain experience
- They strive for a job that will fulfill them, but not take away all their time
- They love everything that contains a "tech" moment

We would offer you:

- Training videos
- Tips on recruiting practices (from writing ads, to folk remedies for headaches from LinkedIn)
- Bonuses (fees, bounties, call them whatever you want, but $$$) + list of interesting clients
- Opportunity to break through and (hear) about your abilities
- Access to the huge network we are building in Serbia and far beyond

Now, perhaps the best part of the package - there are no restrictions or classic deadlines. Apply and recommend someone for a job whenever you want, and earn cash benefits and most importantly - experience.

Let me know how you feel about the video and I'm waiting for you on Recrooit 👉 https://recrooit.com/signup

Convert inbound leads to clients (email 2)

Subject line: *same as the previous email

Hi Helen,

I believe you are in a hurry, so I wanted to check my impressions once again.

I hope that the video answers the questions, and that it is clearer to you how our platform works. I would definitely like to hear feedback about the course, and I'm looking forward to your answer.

In the next two weeks, we will occasionally send additional materials, so keep an eye on the inbox.

274 sent

89% open rate

19% reply rate

There's nothing better when marketing and sales teams work together to build a funnel that converts great leads for your business. One such example comes from Nevena, Founder of Recrooit, who managed to convert 13% of her webinar attendees.

It all started with an educational webinar marketed to the relevant audience. This is great top-of-the-funnel content that brings value to the audience. The majority of their webinar was also about providing value, but a piece of it was also positioning Recrooit in that narrative.

The beauty of the follow-up email they've sent was that it's closely related to what they were saying during the webinar. There, they've shown them the value behind the product and actionable tactics to succeed in recruiting. It wasn't sales-y, it was how they can use it to make wins in their job. This email is a simple recap of that message and it comes with a unique video for them too. When you connect inbound and sales in a meaningful way, magic happens.

The follow-up that comes if they don't sign up is a simple reminder to boost replies. Sometimes your leads are busy at the moment they receive an email or simply forget and this is why follow-up emails are so important, to help you increase the reply rate.

How can you use this?

1 **Top of the funnel content**

It's always topically related, but there's never purchase intent. You're in the business of grabbing your target audience's attention and delivering them something of value. If you do that, you open this amazing marketing flywheel that results in amazing virality and word-of-mouth.

2 **More follow-up email ideas**

Besides sending reminders, you can create your sequence in a way for every subsequent email to bring more value. If you decide to take this route, make sure your entire sequence tells the same story so that prospects can connect the dots easily.

3 **Videos in cold emails**

Doing a video for every prospect individually is hard. But, there's a way to accomplish the same effect and have scalability by your side as well. Divide your prospects into segments. Pain points are a great example of how you can segment. Imagine having 3 pain points that your product/service is solving. Each prospect will be assigned to the right "pain point" bucket and get the right video in the email. And you record 3 videos in total. Scale + smarts + personalization = win-win!

A simple 3-step sequence

249
sent

53%
open rate

17%
reply rate

Step one email

Subject line: Is Apple company in need for Financial Managers?

Hello Tim,

I saw on Glassdoor that Apple is looking to increase their team. I am super interested in projects that require Financial Managers. Could you please elaborate a bit more about the project itself?

Robert

Step two email

Subject line: *same as previous email

Hi again Tim,

I hope my mail finds you in good health.

I am managing teams of Financial Managers in different industries, and my experience taught me that it's less risky for an enterprise to outsource the project to a pre-validated team. I could offer you a call with pre-validated groups of Financial Managers. Would you like to have a call about it?

Robert

When you understand the challenges your prospects are facing, not only does this help you write a great cold email sequence, but it sets you miles apart from your competition and helps you stand out in any inbox.

Robert's campaign is a great example of how each email in the sequence builds on another. In the initial step, the objective is to start a conversation based on a simple Glassdoor ad. There's not much content in it and Robert doesn't go into details yet, which is a good idea if you're looking to open up a conversation.

In the first follow-up, things change. Because these prospects haven't replied, Robert decides to reveal more details and show his cards. He speaks directly to prospects' needs and offers them another solution.

A simple 3-step sequence

Step three email

Subject line: *same as in the previous email

Hi Tim,

I have some teams of Financial Managers that are on hold right now. Will you be interested to hear how you can outsource Apple's project to a pre-validated team of Financial Managers?

112Hub is assuring matchmaking of pre-validated teams with ambitious projects for enterprises from all over the world. We do this in 3 ways:

- By outsourcing the project to one of our suppliers (out of a list of 52 companies from East Europe)
- By building a team of developers here in Romania for our client
- By helping the client to merge or buy a software company in East Europe

I can present to you those alternatives and see exactly which one fits your needs. Please let me know when you would be available for a video call.

Finally, in the last email in his sequence, there are even more insights and options for the prospect. But if we go back to the first sentence in this section, the key asset here is intel and your understanding of the market. If you know that the solutions you offer bring results to your clients and you present them at the right moment, you will win.

On top of that, people in big companies have packed calendars. Precisely why you want to have multiple follow-ups in your sequence. But don't just repeat yourself or ask things like "Did you see my previous email?"

Instead, make sure that every email on its own can tell the prospect everything they need to know to decide whether they want to respond or not, but position them in a different way. In his example, Robert opted to be more concrete with every additional message.

How can you use this?

1

Have all emails land in the same thread

If you're sending cold email campaigns with lemlist, keep your subject lines in the follow-up emails empty. That way, all your emails are delivered in one thread and your subject line stays the same from the first email to the last one.

2

Simple text personalization

Straightforward custom tags in your CSV file can help you be more efficient in your email outreach. For instance, Robert was switching "job positions" through his custom tags since he had prospects hiring for different positions.

3

More outreach content ideas

For example, you can start by connecting based on a common interest, like how your prospect uses LinkedIn. Of course, pick a topic connected with your product/service. Then, if you get no response, tell them a story about how you have already faced the pain/challenge they are experiencing now. Finally, add relevant and actionable examples in the third email, walk them through the tactics, and position yourself as an expert on the subject.

FOLLOW-UP TEMPLATES

Follow up after a meeting

Subject line: As promised Frank

Hey again Frank,

Great talking to you today. As promised, I'm sending you a quick summary of our conversation.

Let me if it's all good or I forgot something?

NEXT STEPS:

- We're going to organize one more meeting with John and Sarah
- Next Tuesday at 5pm, we'll focus on multi-channel sequence setup

CHALLENGES:

- Qualifying leads prior to reaching out to them
- Reporting across multiple channels

GAME PLAN:

- Set up lemlist account and test sequence
- Address lead qualification & share best practices

Take care,

Simon

30 sent

93% open rate

73% reply rate

In this case, the follow-up was directly following a meeting, and talked about the next steps, the most important topics that were discussed, and ended with a game plan for how to proceed.

This is a template inspired by the one we received from Richard Harris, a world-famous sales expert. As you can see in the bullet points, they are organized across three categories to make sure both parties are on the same page when it comes to what happens next.

The key to success when it comes to follow-ups after meetings is to processize it and ensure it gets delivered in a timely fashion.

The rest is up to you to sell in the meeting!

How can you use this?

1 Mention key points of the meeting

If you want to summarize your meeting, you don't only have to use the same headings. For instance, if you were following up after a qualifying call you could replace these with "your pain points" and "features that will help you the most", and then end with the next steps. Adjust the template to your and your audience's needs.

2 Send a meeting summary

In this case, it was a summary of the meeting, but you can also send a simple follow-up that says you were happy to chat and mentions the next step. This will depend on your goal for the email and what your next steps are!

3 Be efficient

Sending notes after a meeting doesn't need to be time consuming! What you can do is connect your lemlist account with a Google Sheet. Create a template in lemlist and set it up so every bullet point is a custom tag. Then, as soon as you finish a meeting, go to your CSV file and add that lead in the Sheet. Once done, it will automatically go to your lemlist campaign.

Follow up after a conference

Subject line: Following up on our discussion at Growth Marketing Conference

Hey Denis,

I'm so happy we got a chance to connect at the Growth Marketing Conference. I got a lot from our conversation about what's wrong with content in 2020, specifically the problems you were facing with creating top-of-the-funnel content that hooks the lead without a hard sell.

As promised, I wanted to share some of my best tactics with you that helped me generate amazing organic growth.
Here is the link, go to town!

I haven't sent this around yet so let me know what you think, I hope it helps with your content game

Let me know when you have 15 minutes for a coffee break so we can catch up.

Nothing but the best,

Briana

250
sent

91%
open rate

43%
reply rate

This follow-up worked wonders for Briana after attending a conference because it reminds the lead of shared experiences, and delivers on something they previously discussed.

By using specific stories in the custom variables for her lead she was able to make this automated email seem like it was 100% handwritten.

She had already planted the seed at the conference, mentioning the topic. Then she goes in with the follow up delivering what she promised, and even ties in this information with her company.

The casual tone and personalization are what really set this email apart and led Briana to the responses she got!

How can you use this?

1 Make the most out of relationships

You can use this follow-up how Briana did after a conference, or it can also be following a networking event, alumni event, etc. These all work because you will have already built a relationship with your lead and can use that to personalize your messages and connect with leads.

2 Deliver your message with a custom video

These are always crowd-pleasers and will increase your click rates. Especially in cases where you already have met your lead, it might be nice to say hello and ask how they are and then go in and explain the content you are sending them.

3 Modify custom variables to your audience

You can keep the info in your custom variables professional like Briana does, or add something a bit more personal. Especially during conferences, you tend to get to know people outside of their work environment. Don't hesitate to mention that. For example, if you did a little shop talk during the conference and found out some of their pain points, don't be afraid to mention that and give them your solution! The key is to match your lead with the right information and you'll be sure to get replies.

Follow up after no response

45
sent

100%
open rate

60%
reply rate

Subject line: *same as previous email

Hey Roxana,

I sent you an email a few days ago but I'm not sure if you have received it.

In any case, I would love to chat and hear about your experiences as a remote growth team leader.

Are you free for a coffee?

It looks like we have a lot of similar marketing experiences!

I'd love to pick your brain about how you've managed a team distantly and I'd be happy to also share my experience working with an international team.

Does Thursday afternoon work for you?

Just let me know or see my calendar here :)

Chat soon,

Iryna

This variation of the coffee template is always a winner! Why? It combines the two best things: personalization, and humor.

This follow-up references the first step of the sequence where Iryna sent an invite for coffee with the same picture, but with "Coffee {{firstName}}?" and the cup facing up.

Reversing the image adds a bit of humor to the email, while also kindly reminding the lead of the first email she sent.

Then she continues by re-inviting them to the meeting and giving a specific time frame so the lead can determine if that works for them. Then she even adds the link to his calendar so all they have to do is book it.

How can you use this?

1 Don’t forget, there is money in follow-ups

Especially when you are using templates like this one. Like we said, this template is always a winner, just look at that response rate! This email got 60% more responses than if they had only sent the first email. You can duplicate these results with your own sequences by following up with a related and funny theme.

2 Include the key point of the previous email

When writing a follow up you want to make it as easy as possible for your lead to get through without having to go back and read previous emails. That’s why in this case they reminded them of the previous email but summarized the main point, to meet for coffee, so that the lead could immediately respond without sifting through emails.

3 Use personalized images or videos

To play off what you talked about in the first email you can use a reverse image like in this template, or you can even take advantage of the follow-up to add a video that sells the value to your lead! If you do this be sure to keep it light and you can even use a funny thumbnail image to hook the lead. To make these you can involve your pets, make use of gifs, and much more! The point of this email is just to send them a gentle reminder and add a little touch of humor. With lemlist, it will only take you a couple of minutes to add these to your campaigns!

Networking email after no reply

Subject line: *keep the same as the first email

Hi Ilya,

Not sure if you've seen my last email, but I'm going to make this one super quick in order not to waste your time.

I'm 100% confident that the collaboration between Aircall and lemlist is a match made in heaven. Here's why...

We both obsessed with producing ACTIONABLE content and have strong distribution networks that perfectly compliment each other.

Plus, all indicators suggest that once we release it, it's going to be a major hit, and it will bring us a lot of attention.

Let me know Ilya as I'm super interested to hear your thoughts.

Stay safe,

Lucille

14 sent

86% open rate

71% reply rate

This email template shows how you can send custom messages and respect their busy schedules at the same time. The most impressive part of this is that it's a follow-up, which usually has fewer replies than your initial email.

To be able to use this strategy, you ought to understand your prospects' challenges and business ambitions. Remember, personalization without relevancy doesn't mean a thing.

On top of that, it's also important to connect all the emails in your sequence so they don't feel boring or repetitive. Even if you're not adding anything new, which you could btw, use power words and focus on the language your prospects use. It should be simple and easy to understand.

How can you use this?

1

Be genuine

Creating unique follow-ups for all leads doesn't have to be too complex. Use your CSV file to add custom tags for the second email before you even send a campaign. This can be a summary of the pitch in the first email or you can reference their recent activity on Social Media to make the follow-up even more unique.

3

Rephrasing your previous email

It's not always necessary to ask your prospect to go back and read the first email. Sometimes, you can give them a quick summary that's written in a different way. Plus, you respect your prospect's time and make their life easier as a result.

2

Add facts

In this case, Lucille highlighted why the collaboration would be good for both parties, but you can even personalize this to each lead by stating how specifically it could help. This will really make your pitch gold!

The last follow-up email

Subject line: *keep the same as the first email

Hey Laura,

Apologies for bombarding your inbox like this. It seems like you're not the right person to talk to about content marketing.

Is there any chance you can tell me who's in charge of distributing content and making sure it reaches your target audience?

Oh, whatever happens, I won't be sending you any more emails... don't worry.

Thanks a lot!

Anaelle

84
sent

52%
open rate

8%
reply rate

There are many reasons why someone might not respond to your emails. They could be on vacation, haven't had time, or their inbox was too crowded at the time. Another possibility is that this prospect might not be the right person to talk to.

A solid tactic to use for your last follow-up email is to ask if they are the right person to contact! This will either invoke the person to respond with the right person to contact, or just to confirm that they are in fact the right person but they were too busy before.

Another nice thing to add to your last follow-up email is the "I won't be sending any more emails" line. This is helpful so it doesn't seem like you are trying to pester them, and also because if they had any intention of responding but haven't been able to, they will do so now.

How can you use this?

1 If you are reaching out to decision makers

It can be hard to find exactly who you need to contact, so using this template can come in handy when you want to verify that you have reached the right person. Also, if someone does respond with someone else to contact, be sure to thank them and also mention this person to the decision maker you need to contact.

2 Add some humor

There are dozens of gifs and memes out there that you can add to increase your response rate to this one. Of course, you can also create your own funny image with lemlist too. Remember, outreach doesn't need to be boring!

3 Approach the subject with the right tone

There is a huge difference between asking to "speak to the manager" and verifying that someone is the right person to talk to. To give you a better idea of how to reach this tone, imagine you are writing a message to one of your colleagues asking if they handle a certain project or if it's someone else on the team.

COLD EMAIL MARKETING

Grow your community

Heyo {FirstName},

Ahaha, I'm just kidding Ted. 😂

I bumped into your LinkedIn profile recently (thanks for accepting my connection request, btw) and was quite impressed with what you and Weglot have been up to.

So, I thought you might be interested in joining the fastest growing sales & growth oriented community.

It's called The Sales Automation Family (14,000+ members).

It's a place to:

1. Share & find cool growth tactics
2. Discuss new trends
3. Have fun 🤙

Hope to see you there!

Ilya (it's like William but shorter, I know I have a weird name)

1000+ sent

55% open rate

26% reply rate

Ilya killed this campaign with a combo of outreach automation and personalization!

Similar to the last example, Ilya tried to create a touchpoint before sending out his cold email campaign. He created a target persona, used LinkedIn search filters to create a list of prospects who matched this persona, and then used a multichannel sequence to send them an invitation to connect. Then he went in with this email to invite them to his group. Because of the work he already did to target the recipients he didn't need to add too many benefits since they were people he already knew would be interested in the group.

He added to this by personalizing his message! He added the first name, company logo, and website screenshot of the lead. The image itself is positioned higher in the email to capture prospects' attention and motivate them to read the entire email.

How can you use this?

1 **Boost your networking results**

The tactics and research used in this campaign would fit perfectly with a networking campaign. For example, if you want to network with other growth/marketing/sales managers, all you need to do is determine your specific target, use the LinkedIn search tool to find a list of prospects, and import this list to lemlist to automate viewing their profile, sending an invite, and starting an email sequence to invite them for a coffee chat. Could it be any easier?

2 **Target your image based the lead type**

This kind of campaign works like magic for all types of companies, but because of the website screenshot, it can be even better for startups or entrepreneurs. If you want to reach out to people from larger companies you might consider replacing the website screenshot with a screenshot of their LinkedIn profile. This way you are making more of a personal connection with them and help you to start building your relationship, which will later lead you to sales.

Invite guests to your podcast

Subject line: Interview invite

Hi John,

While interviewing Morgan Ingram, he told me I absolutely have to get in touch with you and bring you as one of my next guests. Plus, I just finished watching your recent video on prospecting in the time of a global pandemic, and it just adds to all of that.

Two months ago, I've started this live webinar series to provide super actionable sales and growth advice to the viewers. So far we've interviewed some great guests like Aaron Ross, Morgan Ingram, Anthony Iannarino, Jill Rowley, etc. I'd be honored to add you to the list.

I think it would be cool to focus this episode on mid- and bottom-funnel stages and boil down through all the details there. Leave the audience with super actionable advice.

Here's why it can be fun for you John:

- Hosted in the biggest sales automation community (6K+ members)
- The episode will be distributed across our Social Media profiles (30K+ followers, 1M views on avg)
- Access to our 20K newsletter subscribers
- Our audience mostly operates in Sales, Marketing and Growth

For credibility and references...

- Just so you know I'm no blog reader, but a result-oriented entrepreneur 😎
- My LinkedIn profile (link), the company I founded (link) and 2020 scoreboard (link)

If you're interested, we can jump on a quick call where I'll share the entire interview plan with you.

You game?

Take care,
Guillaume

Why did this template work?

12
sent

100%
open rate

91%
reply rate

Introducing our famous Tiramisu cold email tactic, because it's cold, but sweet just like delicious Tiramisu.

It relies upon a high level of text personalization, and Guillaume added even more value by stating what was in it for them, and then showed his credibility so they knew he meant business. In essence, it's more than just a webinar or podcast invitation. This worked like magic for high-profile guests like Rand Fishkin, Aaron Ross, Tim Soulo, Becc Holland, John Barrows, Jill Rowley, etc.

The two tiramisu tags have very important missions. One to captivate the lead with a hyper-personalized intro, and the next to add an idea he has for the webinar featuring this specific lead. Once the lead was hooked, the template also lists all the benefits they would get. As the cherry on the top, the final paragraph was for building credibility and outlining the next steps. No wonder the reply rate was so high!

How can you use this?

1 Use it for sales prospecting

This is a networking campaign, but it has many other uses! For instance, the tiramisu tactic always kills in sales campaigns because of its level of personalization. If you do this, you might want to take out the bulleted list of benefits and simply add a short value statement to get them hooked and you can even tailor this to them. Of course, another route to take for hyper-personalization is to add a custom picture or video as well to boost those click rates!

2 Podcast research trick

To come up with the intro sentences, what our team did is they listened to a segment of a podcast our potential guest did before and then identified a topic they cared about. Each guest had a truly unique sentence.

3 Target the topics to their needs

Like with anything, you can add some more personalization. For example, in the section where he lists the potential topics they can discuss, you can personalize this to include what you can talk about in relation to some of their other work. To get even more specific, you can look at their posting trends and make suggestions to help them with a specific post.

Get featured on other people's podcasts

Subject line: I've Got a Story for You

Hi Sarah,

My name is Guillaume and I'm the CEO and Co-Founder of lemlist.
I've listened to a few episodes on your podcast and I think you guys are doing some fantastic work.

I listened to an episode you did with XY. I loved the part where you talked about Facebook Ads, shared some cool A/B test experiments and tear down few example.

I'd love to be your guest on the show.

For the past 1.5 years, I've been building lemlist, an email outreach tool based on dynamic personalization (text, images, videos, landing pages). Our tool helps businesses get more replies to cold emails, and makes their sales process far more contextual and human.

After listening to your work, I believe your audience might enjoy hearing about my journey. My promise to you is that I'll share an honest and practical story - signing 10k customers and growing 30% MoM in a vastly competitive market.

Of course, there's a lot of other topics we could be talking about too:

1) How to make personalization and automation work together
2) Building a 2.5K community on Facebook and why that matters so much
3) Leveraging LinkedIn for greater engagement and business growth
4) Bootstrapping your SaaS towards profit by focusing on Product and Brand

For references and credibility, you can check my LinkedIn profile (link) and an episode I did with Nathan Latka (link).

Anyways, would love to hear your ideas and would be thrilled to join The Sales Guru Podcast. If you're up for it, lemme know

Much love,

Guillaume

Why did this template work?

47
sent

84%
open rate

38%
reply rate

On the other hand, we have the reverse technique too, how you can get featured on podcasts. This template is essentially a reverse-engineered version of the last one, but with a little less personalization.

Guillaume starts out by introducing himself, which is also a bit of a statement of credibility, and immediately follows with compliments about their podcast and a personalized statement about one of their episodes that he really listened to. Once he gets their interest, he goes in with the sale. He adds even more credibility and mentions the multiple topics they can discuss in the lead's podcast. In this case interest + credibility is what led G to success!

This is a great strategy Guillaume and Vuk leveraged to build awareness in the early growth stages of lemlist. Connecting with podcast hosts and delivering value to their audience is a tactic you can scale, measure, and create win-win scenarios by creating content that inspires.

How can you use this?

1

Connect your pitch to their audience

The key to reaching out to creators like journalists, bloggers, and artists is to mention their work with real examples and then go in with exactly how your proposal fits for them and their audience. It does take a bit more time, but your effort will pay off! There are too many content creators out there, and the best ones make an effort where it counts.

2

Reaching out to content creators

You can use this template whenever reaching out to someone to ask to be featured! Whether it's in an article, YouTube video, podcast, newsletter, etc. this template works great because of its structure.

3

Offering services

More specifically, this template would work really well with services like personal branding. In this case, you have two options with your tiramisu. You can either use flattery, show your interest, and explain how you can help, or with the problem/solution method. For the latter, you would simply introduce how you know them, provide examples of real problems they are facing, and show them the golden bridge of how you can help solve their problems.

Business collaboration email

Subject line: Collaborate? 👊

Hi Jose,

Let me just say I'm a big fan of Dropcontact. Just so you know I genuinely think that, I talked about how much I like your tool for good 15 minutes in this podcast (link).

My name is Daria btw, Growth Marketer at lemlist. We're a cold email tool that helps you get more replies with dynamic personalization.

I'm writing this email to discuss a Dropcontact and lemlist potential integration. We are seeing a huuuge market demand in our data and I have no doubt this will end up being a major success if we make it happen.

I'd love it if we could get on a call and talk about establishing a win-win partnership between our two companies. You game?

Let me know,

Daria

60 sent

90% open rate

50% reply rate

When creating a partnership, trust needs to exist. And what better way to establish trust than with a genuine email from the start. Plus, you want to identify your partners strategically and keep the communication efficient. To quote one famous book author, don't make people think about these things.

Daria started out strong by writing a statement that was hyper-targeted to her lead and their work so they know she's serious about the offer.

Then she keeps it short and sweet by introducing lemlist, her proposal for an integration, explains why they had this idea, and a simple CTA to test the water on how they feel.

She doesn't go into detail about what it would entail or the benefits because she really just wants to test how they feel about this idea. Straight, simple, and to the point.

How can you use this?

1 **Get straight to the point**

In this case, the template was used specifically to reach out to people for integrations, but you can use it for any type of collaboration you want. For example, you could also use this template when contacting people for joint campaigns on social media or for targeted content collaboration too.

2 **Content centered around your lead**

When doing a collaboration you need to not only show you know the lead, but also spell out the win-win relationship you are creating. There shouldn't be any confusion!

3 **Add proof to your argument**

Speaking of facts, you can add them to this email! Daria stated that there was a need for this integration, but you can add to this by showing real examples of users asking for an integration like this one, or better yet, this one by name. It's always best to show that you aren't just coming with empty promises, but have the cold hard facts ready to show them.

Influencer outreach

Subject line: Dnevnik Vina wants Marija

Hey Marija,

We hope you're well in these crazy times. ❤️

Quick question for you. We're throwing away what we think is going to be the coolest wine giveaway in our country.

Therefore, we wanna connect and collaborate with true and cool wine fans.

Don't want to bother you with a long email. If this sounds interesting, let us know.

Your true Insta fans,

Vuk

🤔 **12** sent

🙂 **67%** open rate

😁 **67%** reply rate

Hyper-targeting! This campaign was created by Vuk when he was reaching out to influencers to promote a giveaway for his local vlog.

If you look at the stats you can see the campaign was only sent to 12 influencers. That's because instead of adding a lot of custom tags and icebreakers, he relies on the rapport that he previously built by connecting with them on Instagram.

He had already been following and interacting with their posts before even reaching out to them, so when they saw the message they knew it was made for them.

To back this up even more, Vuk only reached out to influencers that he knew would be interested in his offer. As you can see, this paid off. Every lead that opened the email responded!

How can you use this?

1

Reach out to people you're connected with

This template works its magic when reaching out to people with whom you have already established a relationship with. Of course, you can use it for cold outreach as well, but keep in mind the former. It doesn't need to be a lot of interactions or the best quality ones, but just so long as they can recognize your name or at least be able to go back and see your previous interactions.

2

Share your content

This one would be great to use when reaching out to journalists to share a story. If you have spoken to the journalist or shared other stories in the past, you can write an email very similar to Vuk's. No need to be more specific because they know you well enough. In this case, you can either share your story directly in the email or ask them if they are interested first, this will depend on your relationship and the context!

3

Add personalization as needed

If you haven't built that strong of a relationship with them, you will need to add a bit more personalization. In this case, you want to group your journalists into different campaigns based on subjects they write about or use additional customized tags to mention this. Either way, you need to make sure they know why you are reaching out to them in particular and how this can help their audience.

LINK BUILDING TEMPLATES

Human approach to blogger outreach

🤔
20
sent

🙂
100%
open rate

😁
45%
reply rate

Subject line: Quick question about your article on G2 ✍️

Hi Kevin 👋 - this is Daria, I'm Head of content at lemlist.

Although this is just going to be asking for a backlink exchange on G2's blog, I'm gonna do that with a little twist ;)

Together with my dog, we saw your post and thought to reach-out.

I was wondering if you would be interested in a little content collaboration.

For example, this relevant page on our recently launched Cold Email Hub (link) can be a great source for your audience. Don't you think? In return, I'm happy to offer you anything from the following:

- 100,000 more views on LinkedIn
- backlink in return
- feature your cold email template in our hub
- my eternal gratitude
- picture of happy Lara smiling (I think this is the best option) 😅

Cheers and hope we talk soon,

Daria

The link building market is extremely challenging, especially when using cold emails. The only way to succeed is by building a meaningful network and allowing for both sides to win. And to accomplish that, your best bet is human and original email outreach.

Daria also used a personalized image with her dog to add a human touch and evoke emotion in her outreach. This always works well, because I mean who can resist a cute puppy?

The next great thing about this email is how she phrases the backlink exchange as a collaboration. Sometimes it's hard to see a win-win situation, and Daria pointed this out very clearly for her lead.

Then she goes in with a list of benefits for the lead that adds personalization and humor, is there a better combination out there? The reason why this works is because you're positioning an email exchange as a conversation, rather than you asking. When you just ask, you lose all the leverage.

How can you use this?

1

Show them the value

Another level of personalization you can add is with the win-win situation. In some cases you might want to hyper-personalize these for each of your leads! To do this you can explain in depth why the article you want to link fits perfectly with their article. Then, you can go in with personalized info about how it can help this specific lead.

2

Use for your networking campaigns

Don't think this template can only be used for backlinks! You can modify it any way you want. For example, if you are networking and want to reach out to someone for a coffee call, why not use these tactics?

3

Add personalization

This template requires very little extra personalization. There is a ton of room for you to add to this and personalize it according to your needs. For example, in the intro, you can also talk a bit about the lead and mention how you are a fan of their previous work and cite several articles they have written. Or you can even add a custom image that is personalized to your lead using their name, LinkedIn profile picture, a screenshot of their website, and more. Check out our tutorial to see how it works.

Sharing content with journalists

67 sent

85% open rate

27% reply rate

Subject line: David, I have a story for you!

Hi David,

I love the articles you share on Crunchbase about funding and startups, specifically the "Startups To Watch" column. It helps us learn from their example and keeps us motivated here at lemlist!

Anyways, based on your previous work I'd say you're a person who loves a good story. I've got one for you.

We are looking to share our story about why we said NO to a $30M investment offer, half of which was in cash out for our 3 co-founders.

I think this story would be a great fit for Crunchbase considering your recent posts about where VCs are putting their money and the latest funding news!

This is where we need your help. Our founder, Guillaume Moubeche, wants to share our story with your audience so that we can inspire and help more entrepreneurs succeed.

What do you think...can I send it over to you? Let me know your thoughts.

PS: If you want to see the main takeaways from the process, feel free to look at the deck + a short overview of who we are.

Personalization! Briana started out with a subject line that would grab the lead's attention while also giving them a relevant picture of what the email contains. No clickbait here.

Then she goes in with the tiramisu tags to personalize the message to each of her leads. The first one is all about flattering the lead to hook them to keep reading on.

Then she explains the point of her email in a light way, to share an article, and sandwiches that with another tiramisu tag that mentions the idea behind the article and why it's a perfect fit for this specific author.

To top this email off she ends with a PS that establishes credibility with links to the backstory and info about the company. In this case flattery + value for lead + credibility = articles being published.

How can you use this?

1

Personalization hack

Speaking of changing it up, you can also test out adding a personalized video instead of all of this text. Publications are used to getting requests for guest posts, and a video will set you apart! Using lemlist you can even create a personalized landing page that is connected with slack so they can just respond through a chat bot on your landing page and you'll be instantly notified. Talk about ease 😎

2

Modify it according to your relationship

This template goes over like gangbusters with publishers! They love it when you are very specific and target them based on the type of content they normally produce. But if you have already established relationships with several publications and just need to send out feelers, you might want to change the template up a bit.

3

Keep it concise but interesting

In this case, you can definitely make it shorter. Instead of working so much to flatter them, go straight to the point. For example, something along the lines of "Hey {{firstName}}, how are things going at {{publicationName}}? {{tiramisu}}, anyways, I have another article for you, this time about {{articleTopic}}, let me know if it works for you to publish or if you'd like me to change a few things up." and your tiramisu can be about the latest happenings with the publication or even with your contact in particular.

Broken link building

Subject line: Small issue on your blog Josh

Hi Josh,

I was doing research that led me to your "XYZ article" page, where I noticed a dead link.

Specifically:

URL: www.example.com/blog
Anchor: Example anchor
Dead URL: www.deadlink.com

Fixing these things is far from an exciting task, but I assume you want this taken care of. If so, may I throw in a solid replacement link for consideration...

URL: https://blog.lemlist.com/how-to-send-cold-emails/
Title: How to send a cold email?

Stay golden,
Ilya

24 sent

83% open rate

58% reply rate

A broken link building strategy is far from new. If you are in the backlink business, every blog recommends using this strategy. However, what we've discovered is that it tends to work even better if you have somewhat of a solid reputation as a writer or you're already connected to the people you're reaching out to.

As for the template itself, it's super simple! For this specific campaign, Ilya spent a good amount of time targeting his leads so he knew they were more likely to be interested in his offer.

We all get those emails asking for a backlink to something that doesn't even remotely fit our work, don't fall prey to sending backlink requests to anyone and everyone!

The first step was targeting his leads, so he used SEO tools like Ahrefs to find targeted broken links in the lead's content. The rest came easily, he simply stated the error, and then suggested one of his blog articles that fit the best as a replacement for the dead URL. All the lead had to do is simply copy the backlink into the article, how much easier can it get?

How can you use this?

1 Target your leads

Like we said, you shouldn't be sending out these requests to anyone. You can, but you won't get near the same results. The secret behind Ilya's success was targeting his leads to people he know would be interested in changing the link and that the proposed link fits with. Then he makes it easy by giving them the switch.

2 Make it easy for your lead

Maintaining the idea of simplicity, consider pointing out the exact part of the article that would be a good place to add your backlink! This can work wonders when paired with the win-win sell because you are essentially just providing pure benefits and doing the dirty work for them. What is better?

3 Use tools to your advantage

If you're already using tools like Ahrefs and SEMrush, take advantage of their full capabilities! There is so much you can use these tools for that will help you target your leads and provide quality cold email personalization. Next time you're logged in, take another look at all of its capabilities.

Claiming unlinked mentions

Subject line: Thanks for mentioning lemlist

Hi Phantombuster team,

I wanted to reach out and say I'm super grateful about you mentioning lemlist in the "5 LinkedIn Flows You Have To Try".

As you know, we're hustling hard to grow our business and it would mean a world to us if you could add a link back to our site.

Thanks again for the shout out and wish you nothing but the best!

See you down the road,

Lucille

13
sent

100%
open rate

85%
reply rate

Another well-known strategy in the link building world. In this email, we were reaching out to people that had already mentioned lemlist on their website and were just asking them to link the mention back to our website. His key to success was the timing of this email!

Instead of waiting until it is convenient to draft an email, you can prep your template beforehand and then set it up as soon as you're notified that your company was mentioned in an article.

Google Alerts is a free option, but you have paid tools that are more robust to leverage here.

How can you use this?

1

Timing is everything

When crafting an email like this, whether it be for working on a backlink or sharing a story, you need to make sure that you are reaching out at the right moment for your lead. All you have to do is set up google alerts any time your company name is mentioned, and immediately reach out to your lead.

2

Keep track of your leads

If you have a campaign already set up for these circumstances then all you'll have to do is add the name of your lead or company in your CSV file along with the article that was mentioned and import into lemlist and you are ready to roll. A backlink hack in less than a minute!

2

Create a win-win relationship

The last thing you can add is what you are willing to offer in return. Whether it be a backlink to their site, help with their LinkedIn strategy, organizing an interview for them, etc. This secures that win-win relationship we mentioned before. Imagine sharing this article on one of your channels and sending some traffic their way prior to reaching out. This type of cold email usually ends in little negotiation.

RECRUITING TEMPLATES

Initial recruiting email

Subject line: lemlist looking to bring Lucille 📰

Hi Lucille,

My name is Guillaume and I'm looking for the new Creative Marketing Manager at lemlist.

Your work on X project looks really impressive and as such it drew our attention. As a matter of fact, we're currently working on a similar project at our company where the challenge is rank our French content high and generate organic leads in the long run.

We feel that you're the perfect person to join our team and help us achieve this.

If you're interested, I could send over the details of the job?

Let me know,
Guillaume

🤔 **120** sent

🙂 **78%** open rate

😁 **38%** reply rate

This one is very similar to the last template, but with a bit of a twist.

The key in this template is the level of personalization. It started out with a clear subject line and intro so the prospect knows exactly why they are contacting them. This tactic should be used not for cold targeting, but for when you have a specific person in mind that you really want. Hence why more research is needed and why the email goes deeper into the challenges of the role.

You already kind of qualified the candidate, you just want to confirm your expectations and see if they are interested in a respectful and efficient way.

The template uses custom tags to specifically identify projects they are working on, and highlight how they could help the new company, should they decide to switch.

The real seller of this email is that he simply asks if they want to find out more info about the job, no pressure. This can also lead to building relationships, even if they aren't interested in working for him.

How can you use this?

1 Put your lead on a pedestal

Again, the key to this email is highlighting the lead and how interested you are in them. They have the opportunity to work with other companies, start their own projects, or even grow at their current company, so why should they want to come work for you instead? You need to make them feel wanted in your approach so they know you are serious.

2 Modify the template to fit your needs

This is a basic interview invite template that you can use as a starting point and build from there. For example, you can use the ideas from this one to create a recommendation template. Now and then you get current employees to recommend other rock stars, so you should bring this up in your email. You can use custom variables to say who mentioned them and why you are interested in their work.

3 Stand out from the crowd

You can also take advantage of lemlist's features to add a personalized video to your recruiting template. Instead of just sending a link to the job application you can add the link along with a thumbnail leading to a personalized landing page for each prospect, complete with a video introducing yourself and the company, and then a calendar link so the prospect can directly book an interview with you.

Interview invitation email

Subject line: We want you at Apple

Hey Denis,

Apple is looking to hire a UX Designer and we've set our eyes on you.

Your LinkedIn profile shows an impressive track record in creating loveable and seamless experiences in the app world. All the reasons why we would want someone like you to join our team.

If interested, you can see all the details about the role here.

We'd definitely like to get to know you, no strings attached.

Let me know if you're up for it?

Take care,
Tim

160
sent

84%
open rate

31%
reply rate

When recruiting it's always important to show the candidate you really want them! The time has come to change those generic messages we receive on LinkedIn in which they tell us we should click on a link and apply.

This example starts out with a great subject line that will for sure boost your open rate. It also highlights info about the prospect and uses custom variables to show they've done their research on the candidate.

They back this up with info about the job role so the candidate can do their own research if they are interested. Finally, they seal the deal with an invitation for a no-pressure interview which is guaranteed to boost response rates.

At the end of the day, it's how "cold recruiting" should feel. Like a conversation, matching prospect's interests with the right role, and not treating them in a generic way when they reply. You can be efficient and kind at the same time while ramping up your reply rate in the process.

How can you use this?

1 Genuine compliments

This is the key to making your email seem like it was written specifically for a target and not just an email that you can send to hundreds of candidates. Tim leveraged the information on his candidate's LinkedIn profile to show them that he has seen their work and prove that is genuinely interested in them.

2 Use social media

Sites like LinkedIn are a gold mine for creating recruitment emails! Of course, you can look at a candidate's profile, which is essentially a resume, but you can even check out their activity to get more information about their daily activities or topics they are interested in.

3 lemlist chrome extension

If this sounds like a lot of work, don't worry, we've got you covered. Finding information about your lead and uploading it to your campaign has never been easier! With the lemlist chrome extension, all you have to do is activate it, and your lead's information will be uploaded. You can even add to it by writing out your icebreaker as you are viewing their profile. Then all you have to do is press create and it imports to the campaign of your choice. If you want to save time creating your custom values check out our video that walks you through it!

Hiring VPs and department heads

Subject line: Daniel at Tesla?

Hi Daniel,

I am currently on the hunt for a new Director of Marketing and Communications and I think you'd be a great fit!

I saw your work on the brand positioning for Toyota and watched the execution of your commercial plan at AB InBev. Great job increasing the revenue by 34%, quite impressive!

Anyways, this job would be right up your alley. You would be focused on X, Y, and Z, with competitive pay and attractive benefits. Are you interested in learning more about the position?

I'd love to set up a quick call. Have a great day!

Briana

249
sent

53%
open rate

17%
reply rate

The right balance of an easy-going tone with professional content.

They started right off the bat with a subject line that is sure to grab attention, and an intro line to explain what they are looking for. This ensures the prospect will keep reading if this matches with what they are searching for. Then they go in with a custom tag to express their interest in the potential candidate and exactly why they want to work with them.

They add a bit of info about the job but not too much because the point is to see if the lead is interested in learning more. The CTA makes it easy for the prospect to respond with a simple yes or no.

They did all of this in a casual tone that makes this message sound like reaching out to a colleague and then finish it off with a fun picture to lighten the mood.

How can you use this?

1 Matching the tone to your company

This template is a great one to use for general talent searches because of how it maintains a professional feel with a casual tone, but you can change this depending on what is best for both your company and audience. For instance, you can also make it more casual by adding things like a P.S. and picture of the team.

2 Make your pitch different

You could also make a personalized video for your top candidates! This option works so well because it sets your company apart from the crowd, and gives them a chance to book a meeting on your lemlist customized landing page with your calendy integration. Easy to set up and perfect for your potential candidates.

3 Share the best info for your lead

Another way you can modify this template is by changing the job info that you give. You can leave out the job information altogether or maybe include more details about the role/company. This can even be personalized depending on each candidate, i.e. mentioning the part of the role or benefits that will appeal to each of your leads. You might also want to consider adding a link to the company careers page so they can check out your company for themselves.

One more thing...

All good things must come to an end. So has this ebook! We hope you enjoyed reading it and that it brought an enormous amount of value to your world.

You know what would be insanely cool to happen next?

When you crush your next cold email campaign and see that reply rate go sky high, send an email to vuk@lemlist.com. Share your success, because we'd REALLY like to see you shine. :)

Hopefully we'll need to put our shades and hats on because you'll be shining so bright. :)

Release the Kraken!

Below you'll find some additional resources to use, should you need them:

- Cold email guide for beginners
- 100+ cold email templates
- How to do an audit of your email reputation
- How to automatically warm up your domain
- Why it's critical to verify email addresses
- How to find anyone's email address
- Best cold email subject lines
- Best cold email intro lines
- 7 LinkedIn tips to target prospects like a pro

Oh, and you want all this taken care of by the world's coolest cold email and sales automation platform, you can start for free here.

Experience the lemlist magic for yourself.

Much love 💙

Have any questions?

Need a specific cold email template?

Drop a line at vuk@lemlist.com

lemlist.com

lemlist