
Replace everything in [brackets]. Keep each email short and specific.

Short and direct

Hi [Name], [Personal hook]. We help [type of company] [outcome] — [proof]. If [problem] is on your list this quarter, would a 15-minute call next week be useful? [Signature]

Problem-agitate-solve

Hi [Name], How is your team handling [problem]? For most [roles] I speak with, it costs [impact] every week. We [solution]; recently [proof]. Worth a look? [Signature]

Value first

Hi [Name], One quick idea on [problem]: [tip]. It's part of how we [solution]. Would it help if I sent a one-page example? [Signature]

Referral

Hi [Name], I'm trying to reach whoever looks after [area] at [Company] — is that you, or could you point me to the right person? [Signature]

Event follow-up

Hi [Name], Great to hear your talk on [topic] at [event]. [One relevant thought]. We [solution] — happy to share an example if useful. [Signature]

Breakup email

Hi [Name], I don't want to clutter your inbox, so this is my last note. If [problem] becomes a priority, just reply and I'll help. [Signature]

Notes