



15 High Converting Cold Email Templates

We broke out the AI to create the perfect cold email for every prospect on your list.



A winning cold email isn't just stumbled upon, nor is it thrown together without much thought.

Reps need to be aware of the tactics that keep their messages out of spam folders and open on their prospect's screen.

Especially when an email is truly cold. Statistically, the odds aren't in a rep's favor who's never met their prospect, doesn't have an alma mater or recent event in common, and can't reference a friend of a friend suggesting a connection.

Knowing the rules of thumb for cold emailing is helpful, but seeing them in practice is more valuable. To help reps conceptualize a cold email that abides by data-supported insights, we've used Regie's AI to draft 15 examples of high converting sales email templates that require little to no research to use. After each sample, we break down why it works and explain how anyone can make it their own.

Use our examples to improve the initial email of your next campaign. Or, to satisfy your curiosity about the potential of Regie's AI.

Don't have time to read everything? Click on a subject line that interests you to jump to its template:

- 1) [Avoiding this?](#)
- 2) [\[\[painpoint\]\]?](#)
- 3) [Question About Your Campaigns](#)
- 4) [4 Escapable Time-wasters](#)
- 5) [The Recommendation Engine That Could](#)
- 6) [Pondering Automation?](#)
- 7) [Inbound Work Heating Up?](#)
- 8) [Copy Generation](#)
- 9) [You Hate It Don't You?](#)
- 10) [\[\[Company\]\] & Regie](#)
- 11) [\[\[Company\]\] AI](#)
- 12) [Better Copywriting](#)
- 13) [3 Questions](#)
- 14) [I'm A Stranger With Advice For You](#)
- 15) [\[\[Company\]\]'s Impression](#)



Subject Line

Avoiding this?

B *I* U  |   |  |  

{{! RECIPIENT NAME }},

I'm curious if you're using AI at [[Company]] to supplement your sales efforts.

I recently came across a leadership survey from TOPO that reports 60% of companies plan to increase their sales engagement technology spend, with much of the budget allocated for incorporating AI.

This stat clearly reflects a shift toward a new frontier of sales.

How is your team currently creating sales copy? I ask because, with the help of AI, the impediments of traditional copywriting aren't a necessary part of the job anymore.

It'd be great to have a conversation about your take on AI for sales. If you're interested, you can reach me here or at XXX-XXX-XXXX.

{{! YOUR NAME }}

Why It Works

- 2-word subject line - In an analysis of over 130,000 sales emails, Regie found that the shorter a subject line, the better it performs.
- Personalization in the first line - An email has almost no chance of being opened if there isn't personalization in the subject or initial line of an email. Ideally, there's personalization in both.
- Using your recipient's name and the name of their company is a subtle (and easy) way to personalize a message. Any details or information that indicate an email was written specifically for the person reading it increases the likelihood of a response.
- A statistic in the body copy - People like statistics for clearly communicating information and for the basis they give to claims.
- Word count 111 - A Regie study found that response rates decline when an email's body copy exceeds 120 words.

How To Make It Yours

We took a hint from Josh Braun on this template's subject line. His "[Emotion] this?" subject line is a way to tap into the psychological fact that people will go pretty far to avoid pain, moreso than they will for pleasure. Pair the word "this" with a negative emotion, like dread or despise to commiserate with your prospect on their particular painpoint.

Your first line should mention the recipient's company at the very least. This is the text that shows up in the email's preview before it's clicked on, providing you with the opportunity to signal that your message is in fact relevant to your prospect.

A simple way to mention their company is by stating that you're curious about an aspect of their strategy, toolkit or approach to a pain point.

After mentioning their company, provide data that supports your inquiry. This template uses an industry trend to emphasize the relevance of AI as a tool. Find a report or statistic that does the same for your company and pass this information on to your prospect. This doesn't mean filling an email with lists of numbers, but including data is a way to appeal to number-oriented prospects and support your claims.

Don't forget to reiterate the overarching take-away of the data you include to establish the value of your company.

Now you can explicitly ask your prospect if they're using an iteration of your solution. Provide a general description of the pain point you resolve and communicate to your prospect that the issue doesn't need to persist. If their schedule is demanding and they're laser-focused on big picture goals, it's possible they haven't considered solutions for the pain points that have become a part of their routine.

The closing in this template is essential. It doesn't include value propositions, just a brief, low-pressure invitation to continue the conversation. As an initial email, you're almost guaranteed to have to follow-up again, so don't pack all your value propositions in right away.

Instead, this template communicates value by rendering an old practice, tool or problem obsolete. Additional value propositions are unnecessary and may come off as heavy-handed or pushy.

Tip: When it comes to writing, the opportunity to edit out more conversational phrases like "I'm curious" arises. But, when used carefully, they can make your message feel more human. This will help your prospect connect with you and not feel like they're just another step to your quota.

Subject Line

[[painpoint]]?

B I U ↺ | ☰ ☷ | 🔗 | ↶ ↷

{{! RECIPIENT NAME }},

I saw on LinkedIn that {{! THING YOU SAW }} and I'd love to help.

Based on what I understand about [[Company]], if you're creating sales sequences and want better results, I think we can help.

That said, I have [[timeslot-1]] or [[timeslot-2]] open for a call, if either work with your schedule.

{{!! YOUR NAME }}

Why It Works

- A subject line that's to the point.
- Personalized - CampaignMonitor found that personalized emails get 14% more click-thrus.
- Provides relevant information without pushing a sale.
- Word count 51



How To Make It Yours

We can't take credit for this one, but we love it anyway. This is a template from Daniel Aurelio, that has an average open rate of 65%. To make it yours, keep your subject line to the point. Sum up the problem you solve in one word, then put a question mark behind it. This will stand out in the inbox of anyone looking for a solution.

Your first line is "I saw on LinkedIn that..." so do your research. Go to your prospect's LinkedIn page and find something recent to comment on. This will lead into your next section, that like your subject line, is brief and to the point. Ask yourself what results will be improved by your product or service, then simply tell your prospect.

Finish up the message with two timeslots you're available to create a CTA and that's it, you're finished. Sometimes simple really is best.



Subject Line

{{!! RECIPIENT NAME }}, question about your campaigns

B I U ↺ | ☰ ☷ | 🔗 | ↶ ↷

{{!! RECIPIENT NAME }},

I recently read through [[Company]]'s customer testimonials and learned your support team is the backbone of your customer retention. I've seen a reputation like this before with {{! SENDER COMPANY CLIENT }}'s support team, but its notoriety was limited to their customers.

We helped determine this was due to a need for consistency in marketing efforts-which has me curious. How do you ensure consistency within your marketing?

For reference, here's a list of indicators that consistency can be improved:

- 1) Your reps build their own campaigns
- 2) Your sales team isn't growing
- 3) Your click-thru rates are below 1%
- 4) Sales copy across the team is not testable at scale

If this strikes a chord, are you open to hearing more?

{{!! YOUR NAME }}

Why It Works

- Recipient name in the subject line - According to CampaignMonitor, a subject line with a recipient's name receives 26% more opens, and a SaleCycle study suggests even 46% more.
- Personalization in the first line - Mentions recipient company.
- Uses a list - Communicates information in a clean, digestible way and requires fewer words than complete sentences.
- Word count 120

How To Make It Yours

Use your prospect's name in the subject line and their company name in the opening line. That way, they'll see two indicators that the message was written for them before they even open it, (don't underestimate the power of the message preview in email inboxes).

The idea behind this template is deductive reasoning. Research your prospect and their company, then use the information you find to identify a similarity between them and a current client.

Using customer testimonials is one option, but there are many approaches you can take. Compare websites, company size, company maturity, industry, the list goes on. If you're using an Ideal Customer Profile (ICP), most of the prospects you're reaching out to will share traits with your current customers.

Once you've made the comparison between the recipient's company and a current customer, refer to the pain point that they're likely to have in common **because** of their similarity.

Here's a step by step of the line of thinking you're creating:

- 1) Company A sells peanut butter
- 2) Company B sells jelly
- 3) You helped company B sell more jelly by supplying them with bread
- 4) Peanut butter is also great with bread, so company A might need some bread too

If your word count allows it, provide a list of either relevant pain points or value propositions. Or, use a list of "indications of" like this template does.



Subject Line

4 Escapable Time-wasters

B I U ↺ | ☰ ☷ | 🔗 | ↶ ↷

{{!! RECIPIENT NAME }},

You've been at [[Company]] for about {{! NUMBER OF YEARS }} years now? That's likely long enough to have been a part of making changes there.

Now might be the time to consider another change.

If your team is still:

- 1) Writing sales copy
- 2) Writing call scripts
- 3) Building campaigns manually
- 4) Managing sales funnel activity across multiple platforms

They don't have to be.

I work with Regie, a sales engagement platform, and we have solutions for these tasks. If you're interested in hearing what they are or about the ways Regie can benefit your team, I'm happy to give you more information.

You can reach me via email, or I'm available for a quick call [[timeslot]].

{{!! YOUR NAME }}

Why It Works

- Number in the subject line - Subject lines that include numbers get a 45% higher open rate, according to a Yesware study.
- A "click to know" subject line - A subject line that makes a specific reference to an email's body copy, requiring readers to click for the rest of the information.
- Personalized
- Uses a list
- CTA - This provides your prospect with a clear next step. Remember that one CTA is enough; using multiple makes the next step unclear.
- Word count 115

How To Make It Yours

This is a “click to know” template. Like articles that encourage readership by promising information in their headline, a “click to know” draws in your prospect with the allure of learning. A click to know can be a list, a how-to, or simply an answer to a question in the subject line.

For this template, decide on the theme of your list and refer to it in your subject line. This template frames pain points as tasks that Regie performs for its users. Apply this strategy to the pain points solved by your product or service and build from there.

Take the time to research how long your prospect has been in their role. Doing so personalizes the message in a critical way without requiring much from you. It not only lets your prospect know that the email was written for them, it also communicates an understanding of their work and the solutions that are most relevant to them. Close the message with a brief introduction to your company and a CTA.



Subject Line

The Recommendation Engine That Could [aka Regie]

B I U ↺ | ☰ ☷ | 🔗 | ↶ ↷

{{! RECIPIENT NAME }},

If you asked each member of your team the question, “Should we keep our sales campaign build process exactly the way it is?” Would they all say yes?

Would your own answer be yes?

It’s not often that we think an aspect of our work is perfect the way it is, but busy schedules make it challenging to prioritize searching for solutions. So, I’m coming to you.

I’ve researched [[Company]], and I think Regie could be a good fit for your marketing team.

We build campaigns from start to finish and create content that engages your readers by using AI to optimize what works best for your business.

Are you interested in hearing more?

{{! YOUR NAME }}

Why It Works

- Company name in the subject line - In a SaleCycle study, subject lines that included a company or product name received 44% open rates on average.
- Asks questions - A Boomerang study found that emails with 1-3 questions get 50% more responses. By putting one in the first line of your body copy, you’re ensuring that your prospect sees it before they even open the message.
- Prospect focused - 69% of buyers prioritize their needs being listened to, according to Hubspot. The same study also found that 61% of buyers report that they don’t like pushiness and prefer to receive relevant information instead.
- Mentions recipient company
- Word count 115

How To Make It Yours

Use a subject line that incorporates your company name in a unique or unusual way. This tactic is purely for standing out in an inbox. Creativity or lightheartedness is the right approach for **some** prospects, emphasis on **some**, when you're making an initial introduction.

Not everyone wants to talk bottom lines and the best offer right away, so practice being playful occasionally. To make sure your sales emails account for every personality, rely on your buyer personas and a diverse collection of approaches.

This template also uses a hypothetical question to prompt your prospect to think about where there's room for improvement. Asking if there would be unanimous agreement among their team is different than plainly asking if they require your solution.

How you frame your questions is powerful, and the question used in this template is excellent at making a point.

The bulk of the template's body copy is more conversational than focused on pushing a product. This is a solid approach as an initial email since the early correspondence between sellers and buyers should discover where solutions and needs overlap. Finish the message by asking if your prospect would like more information and be ready to follow up later.

Tip: Don't forget that you can rearrange the strategies in our templates. Each approach can be paired with another, so we recommend experimenting with different iterations to find your winning combination.



Subject Line

Pondering Automation?

B I U ↺ | ☰ ☷ | 🔗 | ↶ ↷

{{!! RECIPIENT NAME }}

Plenty of aspects of [[Company]]'s business can't be automated, and the most significant is probably customer loyalty.

However, each of your customers' journeys to loyalty began with quality sales copy, and that can be automated.

I work for Regie, and our approach to demands on content combines automation with human assistance. We help overcome the struggle of finding the perfect words for selling without sounding too sales-y or not quite human.

Whether it's for your company newsletters, website landing pages, Facebook ads -whatever you need - Regie can craft engaging content.

If you'd like to hear more, I'm free [[timeslot]] for a quick call. Or, you can reply with any questions you have.

{{!! YOUR NAME }}

Why It Works

- 2-word subject line - In a Regie analysis, emails with 2-word subject lines received the highest open rates at 35%.
- Question in the subject line - A Yesware study found that subject lines that are questions receive 10% more opens.
- Mentions recipient company
- CTA
- Word count 114

How To Make It Yours

Your subject line needs to pose a question with an answer that's first, relevant to your company and second, explained in the email's body copy. "Pondering automation?" aren't magic words, but posing a question in the subject line and expanding on it in the body copy is a tactic for increasing open rates. Your version should capture the same idea.

To find your question, start by asking yourself what's exciting or novel about your company. What are you able to provide that's atypical? What technology or tool does your company use that can capture people's attention? A question in your subject line will do a lot of the heavy lifting, but it needs to be about an interesting topic.

Relate the question's answer to your prospect's company, then continue by introducing your own company. Use a pain point and at least one value proposition that's relevant to the subject line's question as well, and don't forget your CTA at the end.



Subject Line

Inbound Work Heating Up?

B *I* U  |   |  |  

{{!! RECIPIENT NAME }},

I've come across [[Company]]'s socials and websites a few times now, and they're really well put together. Especially the website's CTAs, the way they're seamlessly woven in.

I imagine this means your inbounds are pretty healthy, so I wonder if this translates to a need for visibility and management over your inbound cadences.

I work with Regie.AI, a sales engagement platform that combines automation with human assistance to craft high-converting content. If you're interested in building a consistent and predictable process around inbound and outbound selling, it'd be great to start a conversation.

I'm free to answer questions and provide more details [[timeslot]].

I appreciate the time and enjoy your Wednesday.

{{!! YOUR NAME }}

Why It Works

- 4-word subject line
- Question in the subject line
- Personalized
- Compliments the recipient company - Very few people are impervious to compliments.
- Thanks the recipient - Shows your prospect you appreciate their time rather than expecting it.
- Word count 114
- CTA

How To Make It Yours

Lightly research your prospect's company to customize the template's compliment and build off it to create a need for your company. In other words, "because you're doing well at that, there must be a need for this."

However, you should make sure you actually do the research. Don't compliment a company's socials or website if you've never seen them. You should mean what you're saying. Plus, when you've actually looked into your prospect, you're able to get more specific. Maybe you start with socials but that helps you find a blog written by your prospect. Then that's what you should be complimenting. Prove to your prospect that you've legitimately done the research and mean what you're saying.

Follow with two of your company's value propositions. Use the first to introduce and describe your company, and use the second while asking if your prospect has any interest in hearing more.

The beginning of the body copy is already personalized, but adding in a final personalized detail that feels like a natural remark is subtle but useful. This template mentions a day of the week. A small touch like this communicates that the message was written in real-time and specifically for your recipient, versus a mass message that's been recycled again and again.



Subject Line

Copy Generation

B I U  |   |  |  

{{!! RECIPIENT NAME }},

[[Company]] puts out a good amount of content. I've spent time reading your blogs ({{!! BLOG TITLE }} was my favorite) and ebooks, and recently subscribed to your newsletters. Additionally I assume you're running inbound and outbound campaigns too.

So I'm curious if your team is manually writing everything. If you are, Regie's software can create, analyze and optimize copy for your enterprise.

But the numbers say it better than I can, so I've prepared some data for you on the success of Regie's clients: {{! INSERT DATA }}. And hearing from our customers outdoes the numbers, so here's what others say about working with us: {{! INSERT CUSTOMER TESTIMONIALS }}.

Interested in talking about it? I'm free [[timeslot]].

{{!! YOUR NAME }}

Why It Works

- 2-word subject line
- Mentions recipient company
- Compliments recipient company
- Provides data and social proof
- CTA
- Word count 111



How To Make It Yours

Use the name of your prospect's company when you compliment them in the opening line, and discover your compliment with a bit of research. Again, your compliment should be sincere and specific, but should also tie into a need for your company.

If you can, take the time to draw out your compliment a bit. Paying a compliment in one sentence then immediately explaining why your company is valuable in the next can undermine your flattery altogether. However, don't overdo it either. Strike the ideal balance by showing rather than telling your admiration.

This template, for example, doesn't state that the recipient company's content is amazing, perfect and wonderful at any point. Instead, it highlights the various types of the company's content they've interacted with.

Provide your prospect with the high-level of what your company does next. You'll need to keep this section brief, so you're able to provide your social proof and data without racking up the word count. Customer testimonials and stats on your company are excellent ways to add value to your email and are powerful tools for helping buyers understand your company. Wrap the message up with a CTA and hit send.

Tip: Remember that emails with 120 words or less in their body copy tend to perform better. Don't prioritize jamming your message with value propositions if it means sending an email with 150 words.



Subject Line

You Hate It Don't You?

B I U ↺ | ☰ ☷ | 🔗 | ↶ ↷

{{!! RECIPIENT NAME }},

You hate creating sales campaigns, don't you? I won't blame you if you do. Campaign creation can be a resource-sucking maze, and I don't know anyone who actually loves doing it.

If you're looking for solutions, I have one that could fit [[Company]]. Regie.AI can end underperforming campaigns, budget overruns, wasted efforts - the list goes on - because we use automation and insights derived from your data.

Regie users have the assurance that their messages will be well-written and matched to their target audience. Plus, no more creating campaigns from scratch.

If you want to hear more, feel free to send any questions or set up a call. I'm available [[timeslot]].

{{!! YOUR NAME }}

Why It Works

- Recipient name in the subject line
- Question in the subject line
- A "click to know" subject line
- Question in the first line
- Word count 109



How To Make It Yours

Another “click to know” with the prospect’s name in the subject line. The thing that you assume your prospect hates should be a pain point that your product or service makes easier or solves. Make sure to use detail to describe why the pain point is worthy of resentment.

Mention their company while addressing that your prospect might be looking for solutions. Use another pain point and follow it with only a brief value proposition. This template is about commiserating with your prospect and sharing in the frustration surrounding an aspect of their work.



Subject Line

[[Company]] & Regie

B I U ↺ | ☰ ☷ | 🔗 | ↶ ↷

{{!! RECIPIENT NAME }},

[[Company]]'s success is a testament to your campaigns, but I'm curious to know, are you managing everything without a sales engagement platform? I think I'll be equally impressed and horrified if you say yes. That's...a ton of work.

Maybe you have it down to a science. Like I said, you're obviously doing something right. But if you have any interest in making your life easier, I can help.

The first thing to know about Regie is that our customer retention rate is {{!! METRIC }}. Most of our clients hadn't ever used a sales engagement platform, only CRMs.

We leverage analytics and machine learning to accurately predict your sales success with every sales action you take, based on historically successful strategies in your market segment.

We also structure and write entire campaigns for you, but I'll stop there to ask, would you like to hear more?

{{!! YOUR NAME }}

Why It Works

- 2-word subject line
- Recipient company name in the subject line
- Question in the first line
- Uses a success metric - Another form of social proof, this is a way to strengthen claims about your company's value.
- Word count 142 - Be aware that this template's word count surpasses the 120 mark. Read below to find out why.

How To Make It Yours

Use both your prospect's company and your own in the subject line with an ampersand (&) between them. A compliment in the first line should lead into a question about your prospect's company. Spend a few of the following lines expanding on your question by showing your curiosity or admiration for your prospect's work. This can even mean asking more questions.

Continue with a form of social proof and the high-level of your company before asking your prospect if they'd like to hear more.

Exceeding 120 words like this template does should be an exception rather than a standard for your emails. Occasionally using a few extra words can be a worthwhile approach for some of your potential buyers.

Certain personalities won't flinch over a lengthier message. In fact, some will appreciate it. Especially when the message's tone is conversational and friendly. We don't recommend using this template for the buyer personas that prefer concise communication.

Tip: Best practices are guide posts.

They represent quantifications of the average human preference to help sellers increase their chances of conversions, however the human psyche doesn't neatly fit into a box. There are plenty of examples of successful emails that break some rules. It's worth keeping in mind that your prospects aren't using the word count tool while checking their email or strictly clicking on subject lines that use their name. They're simply gravitating toward what they like.



Subject Line

[[Company]] AI

B I U ↺ | ☰ ☷ | 🔗 | ↶ ↷

{{!! RECIPIENT NAME }},

[[Company]] appears to be a good candidate for Regie.AI. Our software provides clients a platform for creating, executing and optimizing marketing campaigns across all channels.

We help companies increase engagement online and drive conversions with the help of AI-generated creative content, and make all pre-sales funnel activity more efficient and straightforward to manage.

The entire process is automated, from campaign structuring to oversight. If your sales copy hasn't been refreshed in some time or you need more consistency across your team, Regie provides the infrastructure and eliminates manual campaign building.

Here are a few customer testimonials {{!! INSERT CUSTOMER TESTIMONIALS }} and some data on growth after Regie {{!! INSERT DATA}}.

I'm available [[timeslot]] for a 15-minute call if you'd like more information.

{{!! YOUR NAME }}

Why It Works

- 2-word subject line
- Intriguing subject line - Leverage the power of curiosity to catch a prospect's attention.
- Mentions recipient company
- CTA
- Word count 116



How To Make It Yours

With this template, you need a two-word subject line that's vague but enticing. Take the most revolutionary aspect of your product or service and pair it with the name of your prospect's company. This template's body copy is direct and entirely made up of value propositions to cater to buyers who are strictly interested in information, not small talk, so this guides the way the subject line is enticing.

For example, if the body copy was less direct and more conversational, the two word subject line might be something a bit more casual like "AI Rumors" or "Goodbye Copywriting."

Use social proof, data and a CTA alongside your value propositions. This template is straightforward in both use and tone.



Subject Line

Better Copywriting

B I U ↺ | ☰ ☷ | 🔗 | ↶ ↷

{{!! RECIPIENT NAME }},

Are you worried [[Company]]'s sales copy sounds generic?

I'm not claiming it does; I've just come to learn that this is a common problem. No one wants to sound like everyone else, and from a marketing perspective, it can mean losing opportunities.

Appealing to audiences made up of people we've never met before is complex and can lead to sales copy that's watered down.

It seems counterintuitive, but Regie helps sales teams sound like themselves or, 'speak human' with a semi-automated campaign builder that contains 21,913 possible combinations of customizable copy. In other words, an endless source of creative inspiration for the [[Company]]'s team.

If you'd like to hear more, I'm available [[timeslot]] for a quick call.

{{!! YOUR NAME }}

Why It Works

- 2-word subject line
- Question in the first line
- Mentions recipient company
- Numbers in the body copy
- CTA
- Word count 120



How To Make It Yours

The body copy's first line should ask if your prospect is concerned about the problem that your subject line solves. Remember, asking questions in your sales emails increases the likelihood of a response.

Expand on the relevant pain points by relating to their challenges. Take on a tone that communicates you've experienced these issues yourself, and if you can, use a numerical fact about your company. Including numbers in your emails can help ground your claims in the same way that social proof and data does. Use a CTA to close out the message and be ready to follow-up.



Subject Line

{{!! RECIPIENT NAME }}, 3 Questions

B I U ↺ | ☰ ☷ | 🔗 | ↶ ↷

{{!! RECIPIENT NAME }},

When's the last time your team at [[Company]]:

- Planned an outbound campaign?
- Refreshed your pre-existing content?
- Tested your marketing efforts at scale?

I ask because [[Company]]'s growth has caught my attention and it begs the question, what are your tools for sustaining and managing your strategies?

Overseeing the kind of success you've experienced typically isn't a straightforward task.

If we're on the same page, you might appreciate Regie.AI. We use AI-powered software to create optimized content, formulate contact lists, and make general suggestions to improve your marketing with minimal human input.

I'm available [[timeslot]] for a quick 15-minute call if you want to hear more or have any questions.

{{!! YOUR NAME }}

Why It Works

- Number in the subject line
- A "click to know" subject line
- Uses a list
- Mentions recipient company
- Compliments recipient company
- CTA
- Word count 114



How To Make It Yours

A number in your subject line that refers to a list in your body copy is a clean and effective way to draft a cold email. You can ask your prospect questions centered around pain points that your solution alleviates like we've demonstrated in this template or list value propositions so long as your subject line is adjusted.

This template provides another example of using a compliment to lead into a need for your product or service. Use your ICP or buyer personas to select traits of a company that your solutions suit. This will help you identify how to compliment your prospect. For example, "I see that [[Company]] is in its second year and already your team has doubled," is a more detailed way to refer to growth. Be as specific as you can to increase this template's impact.

Additional research can also be handy for crafting your compliment. Search for recent articles about your prospect's company, check their LinkedIn or visit their company website to find other information that might be useful. Following your compliment, briefly introduce your company and a general value proposition, then wrap it up with a CTA.



Subject Line

I'm A Stranger With Advice For You

B I U ↺ | ☰ ☷ | 🔗 | ↶ ↷

{{!! RECIPIENT NAME }},

Yes, it's unsolicited. But, I've researched [[Company]] and see that you've recently built an outbound sales arm.

My advice? I think you should use Regie. We're a sales engagement platform that uses AI and automation to upgrade sales activity.

What Regie does:

Analyzes your historical data to make the best recommendations for you

Provides campaign sequences built from 1.8 billion rows of data

Generates customizable sales copy, including emails and call scripts

Standardizes campaign use case and messaging across your team

Enables visibility into the sales funnel with an all-in-one platform

If you have questions about the switch from manual copywriting, reach me via email for more information.

{{!! YOUR NAME }}

Why It Works

- Unusual subject line
- Mentions recipient company
- Uses a list
- Word count 109



How To Make It Yours

This template's subject line will stand out in an inbox, and it acknowledges the humor of the whole cold email ritual we've become accustomed to as marketers. Some prospects will appreciate a somewhat meta observation of the culture.

Again, the style and tone of your cold emails should be eclectic, because odds are, your list of prospects is too. Accounting for various personalities means trying different approaches and not putting all your eggs in the same stylistic basket.

List the capabilities of your product or service as a way to demonstrate value without defaulting to the same one-line value propositions you use in your other emails. Sometimes plainly speaking about what your company does provides better context for use case than value propositions.

Refer to the prospect's company to personalize the message and include a list of attributes or value propositions about yours. Your list should use numbers or data where it can.



Subject Line

[[Company]]'s Impression

B I U ↺ | ☰ ☷ | 🔗 | ↶ ↷

{{!! RECIPIENT NAME }},

I've been reading about how you're on a serious growth spree-- expanding into new markets and opening up new opportunities.

From my experience, a strategy to keep that momentum going is a detailed look at what's already happening-- what campaigns are working and generating the most engagement, what messaging is resonating most with your audience, etc.

That way you can make better decisions about where to allocate your resources going forward and give your team more time to focus on the core responsibilities of their roles.

If you'd like to start a conversation about a platform that can help [[Company]] with analyzing and managing their campaigns, I'm an email away.

{{!! YOUR NAME }}

Why It Works

- 7-word subject line
- Recipient company in the subject line
- Your company in the subject line
- CTA
- Word count 111



How To Make It Yours

This template is advice heavy and selling light, which is an ideal approach for an initial email. Start off with an observation of your prospect or their company that's complimentary (and accurate) to lead into your advice.

"From my experience," should be followed with a lesson or strategy you really have learned. If you're making something up, odds are it will show through in your wording. Humans are more convincing when we're communicating about topics we know well, so don't get in your own way by trying to pretend you're familiar with something you're not.

If there's room, fit a value proposition in before asking your prospect if they're interested in being introduced to your company.



Go Forth and Email

That makes 15, so hopefully you feel inspired to go forth and email. Overall, every rep will have to experiment with the cold emails in their sales process to find the approach that works best for them, but doing so is worth the effort. Email allows sellers to connect with anyone, so long as they're able to stand out, solve a problem and be persistent.

Use any number of these cold email templates to book more meetings and close more deals. As you draft your messages, keep in mind that variety is an asset, and many elements of our templates can be mixed and matched. Focus on your subject line, word count, sales pitch and call to action, but above all, prioritize your prospect's needs.

Or you could always consider using [Regie](#), and never read another blog about cold emails again, let alone write one.

