

Template For Writing A Cold Email

Use this template as a guide in writing a cold email the next time you intend to reach a person or a potential customer with whom you have not established a relationship with.

Dear/Hi **[name]**

Greetings: Good morning/ Good day!

Paragraph 1: Introduce yourself and mention something about your prospect after researching about them to build an initial connection.

Paragraph 2: Introduce your business and establish your objective. Provide a brief background about your business, and be clear and concise on why you are writing the cold email. The receiver has to know who you are and why they are receiving the email.

Paragraph 3: Provide a call to action. The receiver must know what they need to do if they are willing to take action with what you have offered. Make sure to include a clear action point, such as a link to click, a form to fill up, an email response, or a link to your online calendar to set up an appointment.

Closing line: Thank them for their time and mention that it would be great to hear back from them.

Sign off: Include your full name as a sign of formality since this is your first contact with the person.