Cold Outreach Sequence

Send personalized sequence to the contacts, who don't know about your product yet, but match your customer persona.

Pitch your product/service in the first email and send three follow up over the 10 days period.

Set sequence live with 25 - 50 contacts.

Review your open rates (should be at least 15%) and reply rates (should be at least 10%).

Iterate on the copy and compare your open and reply rates.

Placeholder text — this is placeholder text, which must be edited or removed.

{{firstName fallback "there" }} — this is variable and it will be replaced with a contact first name upon sending email.

Step 1 — Day 1

Send a quick pitch of your product in the first email.

✉ **Subject: One quick thing**

Hi {{firstName fallback "there"}},

My name is Andrew — be personal and I am CTO at Funnelfly — add your title here.
We built a simple email marketing automation tool — explain your product in under 70 characters. that help companies like {{leadCompany.name fallback "yours"}} to increase sales by 25% — mention value created.

You can create an account and launch your first sequence in 5 minutes. — mention how easy it is to start getting benefits from your product

Could you direct me to the right person to talk to about this at {{leadCompany.name fallback "your company"}} so we can explore if this would be something valuable? {{us.meetingsLink fallback ""}}

{{signature}}

Step 2 — Day 3

Follow up in the random time if user didn't reply to you. Do not explain, just restate your call to action.

✉ **Subject: Following up** (send as reply)

{{firstName fallback "Hey"}}, when would be good time to discuss this on a quick 10-minute call?

Step 3 — Day 6

Send a friendly follow up in different time.

✉ **Subject: Following up** (send as reply)

{{firstName fallback "Hey"}},

I am here to follow up. Did you receive my last email?

Step 4 — Day 9

Send the 'breaking up email'. Become someone who's walking away, rather than the one who's pursuing, you turn the dynamic of the conversation around.

✉ **Subject: Thank you from {{us.yourBusiness fallback "us"}}**

Hi {{firstName fallback "there"}},

Apologies if my level of persistence has become annoying. This is my last email.

If at any time you ever want to send automated email sequences — what is the most important value for the prospect?, I'd be more than happy to speak with you.

{{signature}}