Cheat Sheet:
The 10 Warm Email Archetypes

1. The Sherlock

- Point out something you uncovered about the prospect.
- Match that finding to your services and/or your differentiator in the market.
- You're demonstrating that you did some detective work.

Structure of a "Sherlock" Warm Email

I read/heard about _____. So I did some digging around and found that you are also _____. I'm writing because I do _____ for _____. Unlike most designers, I also have _____. Here's a _____ **[sample/article/other credibility element]**. *Should we connect?*

2. The Industry Enthusiast

- Leverage either an industry specialty, topic niche, or personal or professional passion as your direct (or implied) meaningful connection.

Structure of an "industry Enthusiast" Warm Email

I read/heard about _____. In fact, that's why I'm writing, because I have a **[passion/experience/deep domain expertise]** *in _____. I work with _____to _____. Here's a _____* **[sample/article/other credibility element]**. *Should we connect?*

3. The Idea Wellspring

- Offer to share a few relevant and valuable ideas with the prospect—and make that invitation via your warm email.
- Positions you as a valuable resource.
- It's one of the most underused archetypes among freelancers.

Structure of an "Idea Wellspring" Warm Email

I read/heard about _____. In fact, that's why I'm writing. I have some ideas on how you could _____ **[result]** *through _____* **[what you do]**. *I work with _____ to _____. Here's a _____* **[sample/article/other credibility element]**. *Should we connect?*

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4. The Staffing Stopgap

- Take advantage of a potential need for outside professional help—either because it's obvious that the client is looking for help, or because the situation you uncover shows that there's a need for what you have to offer.

Structure of an "Staffing Stopgap" Warm Email

I read/heard about your need for_____ **[job opening]**. *I'm writing because I work with _____ companies to help them _____. Unlike most designers, I also have _____. Here's a _____* **[sample/article/other credibility element]**. *Should we connect?*

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5. The Purpose-Driven Freelancer

- Go after opportunities that are aligned with your purpose or cause.
- Similar to Industry Enthusiast archetype.

Structure of a "Purpose-Driven Freelancer" Warm Email

I saw what you're doing with _____. I'm writing because I'm deeply passionate about _____ because of _____ **[some experience or life event]**. *That's why I'm writing. I work with organizations that focus on _____ to help them _____. Here's a _____* **[sample/article/other credibility element]**. *Should we connect?*

6. The Back Scratcher

- Designed to show how you could create a mutually beneficial situation.
- Can be particularly effective when reaching out to complementary freelancers (e.g., a writer reaching out to a designer) or to organizations that often work with clients they can't fully serve.

Structure of a "Back Scratcher" Warm Email

I saw what you're doing with _____. I'm writing because I help _____ do _____. Depending on how you're currently handling this, I may be able to help you and your clients do _____. Here's a _____ **[sample/article/other credibility element]**. *Should we connect?*

7. The Event-Goer

- Can have a number of different variations.
- The one thing they all have in common is that they reference some type of conference, trade show or similar event.

Structure of a "Event-Goer" Warm Email

I see that you're going to be exhibiting at the _____ show. I'm writing because I work with _____ companies to help them convert more of their booth visitors to warm leads. I've helped _____, _____, and _____ achieve great results. Here's a _____ **[sample/article/other credibility element]***. Should we connect?*

8. The Local Player

- Leverage both your geography AND your *existing relationship or connection* to the company you're going after.
- Don't make the mistake of using "location" as the only meaningful connection. Location itself is NOT enough.

Structure of a "Local Player" Warm Email

I am a customer of yours / love your stuff / am a fellow local biz owner. Here's how I've interacted with your products/company. And here's why I'm impressed. I'm writing because I do _____ for _____. Unlike most designers, I also have _____. I'd love to run some ideas by you that could potentially help you accomplish _____. Would you be open to that?

9. The Referral Seeker

- Reach out to past or current clients to ask for referrals.
- Since it's intended for people who already have a relationship with you, there's little in the way of introductions or explanations.

Structure of a "Referral Seeker" Warm Email

Thanks for your comments and kudos! Great to hear you and the team are thrilled with the work I did for you on _____.

I wanted to see if I could ask a favor of you. My business depends on referrals— and my best clients are referred to me by other happy clients. Would you know of a colleague or two who could use some similar help in this area?
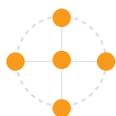
10. The Networker

- The structure and approach can vary.
- The common factor is that you're leveraging one or more contacts or relationships in your effort to connect with a new prospect.

Structure of a "Networker" Warm Email

_____ suggested I contact you because of your work with _____. I help companies in the _____ do _____. Unlike most writers, I also have _____. I'd love to run some ideas by you that could potentially help you accomplish _____. Would you be open to that?