



Warm Email Prospecting for Freelancers

Sample Email Scripts

The email scripts that follow are fictitious. However, each of them followed the Warm Email Prospecting template discussed in this program. Feel free to model them as you craft your own emails.

The Warm Email Prospecting Script Template

SUBJECT LINE: [Meaningful Connection]

BODY COPY:

[Meaningful Connection]

[Value Statement]

[Soft Offer]

[Hard Offer]

[Email Signature]

Example #1:

SUBJECT LINE: Pellham collateral headache

Hi Susan,

I read about your recent acquisition of Pellham Medical. I'm writing because I help medical equipment companies rebrand and repurpose their marketing materials up to 35% faster and with no handholding.

In a recent project with a global medical equipment company, I helped them completely rework 27 pieces of collateral and their corporate site in 43 days. The client's comment: "You blew our expectations right out of the water!"

Here's a link to an article on how I achieve these results for clients: [URL]

Would it make sense for us to connect?

*Regards,
[Signature]*

Example #2:

SUBJECT LINE: Congrats on the book deal!

Hi Max,

I read about your new book deal when I came across your website the other day. That's great news — congrats!

I'm writing because I work with authors to help them promote their books and build their businesses cost-effectively. In fact, I recently worked with David Meerman Scott to promote his latest book, Real-Time Marketing and PR. We took the book all the way to #3 in Amazon and #8 in the NYT. And we did it with a modest budget.

Here's a one-page brief of where I can add value: [URL]

Would it make sense for us to chat? In fact, you can call me this afternoon if you have a moment. I'm in the office. My number is 770-555-4488.

*Regards,
[Signature]*



Example #3:

SUBJECT LINE: I helped Whole Foods rebrand

Or...

Been watching your product line developments

Hi Max,

I've been watching your recent product line developments at Horizon Foods recently. I recently worked with Whole Foods to redesign their in-store signage and private-label branding. And I have some ideas on how you could complement your effort with some key design enhancements.

I work with food and beverage companies to create new and fresh packaging and in-store signage designs that truly get noticed. My designs have won a number of prestigious awards, and I've worked with very successful small and regional producers all the way to global brands such as Whole Foods, Stonyfield Farms and Odwalla.

Would love to chat briefly and run some ideas by you. If this sounds interesting, let me know when would be a good day and time to discuss.

*Regards,
[Signature]*



Example #4:

SUBJECT LINE: Karen Ford sent me your way

Hi Brenda,

I recently did some video promo work for Karen Ford at Zicorp. While talking with her the other day, she suggested I contact you. I have some ideas on how you can significantly improve conversions in your upcoming product launches. Would love to run these by you.

I'm a videographer who helps local companies tell their story more effectively and through a more engaging format. Recently I worked with a local specialty manufacturer to create a demonstration video that increased sales by more than 23% in less than two months.

If this sounds interesting, let me know when would be a good day and time to discuss some ideas.

*Regards,
[Signature]*

Example #5:

SUBJECT LINE: Loved your presentation at BMA today!

Hi Janice,

I saw you speak at BMA this morning. Loved your organic approach to social media marketing — especially your ideas on _____.

I'm writing because I work with authors and speakers to create visually stunning PowerPoint decks that communicate ideas in a compelling way.

You mentioned that you were going on a speaking tour this fall. Depending on your objectives, I may be able to help you with this effort.

Here's a link to a PowerPoint deck I created for Bill Gerber, author of "The Y Factor." This will give you a better idea of how I help speakers: [URL]

Let me know if you're interested in discussing further.

*Regards,
[Signature]*

