

20+ COLD EMAIL SCRIPTS FOR FREELANCERS

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HUSTLE + GRIND

INTRODUCTION

There are two types of people in the world:

People who can write a great email and those who cant.

A few weeks ago I get this email out of the blue from a guy who wanted me to help with his marketing. As a freelancer, we love these types of emails because it means people are hearing about our work from the content we're publishing online or through word of mouth.

Unfortunately, the potential client wrote me an email that was so long that it could make an academic journal jealous.

Needless to say, I didn't have time to read it all.

So I asked him to send me a shorter email with a few key points and we'll see if it's a good fit. On second attempt, the email was still 4 paragraphs long with links and attachments that I was supposed to review.

Here's the thing:

I've made this mistake when doing outreach in the past. Whether it's pitching the media about a product launch or writing a potential client about why they should work with me. I think it's fair to say every freelancer has made the mistake of writing an email that is 3x too long.

We've all been there. But I've created this resource because I don't want you to make that mistake.

I want to arm you with a few scripts that will help you in understanding how to craft a compelling and response-worthy email when it comes to dealing with potential clients, existing clients and even past clients. Email etiquette isn't something that is taught in schools but it's one of the most commonly utilized forms of communication in the business world today.

While the various email templates here provide a wide range of options for how you conduct outreach, it's important that you realize that these only work if you're willing to work. You'll be required to create content that you can leverage as lead nurturing tools. You'll be required to look at prospects LinkedIn accounts. You'll be required to do a bit of research into opportunities and threats for potential leads. You'll have to put in the work.

This resource is one of the most comprehensive batch of email scripts made specifically for freelancers. Whether you're selling graphic design, website development, SEO or copywriting – the email scripts here have been tried and tested by yours truly. I've used these scripts to land paid speaking gig, contracts worth more than \$20k and lock down introductions to organizations that I've always dreamed of collaborating with or working with.

This resource isn't meant to be read from front to back in one setting. It's meant to be saved in a folder on your computer that you can come back to time and time again to learn from and leverage as a tool for inspiration.

BUSINESS DEVELOPMENT

GENERAL COLD OUTREACH

Hey [First Name],

I'm not sure if you came across the recent [EFFORT] from [Competitor X] but it's obvious that they're investing in [Your Solution]. One of the key struggles that many [INDUSTRY or POSITION] struggle with is [KEY ISSUE].

Over the last year, I've worked with a variety of clients in [Desired Result] through [Your Service]. I was looking at some of the things you're doing and thought this might be of interest.

If you'd like to learn more, let's set up a quick call. How does next Tuesday look on your calendar?

Signoff

GRAPHIC DESIGN COLD EMAIL SCRIPT

Hey [First Name],

Have you ever walked into one of your client's homes and your jaw drop when you realized how poorly decorated or designed it was? What most Realtors don't realize is that their potential customers have the same reaction when they visit their website.

For the past few months, I've been working with Realtors from across the country to create beautiful websites and more professional brands. Here's an example of a website redesign we did in less than two weeks [Link to a screen recording] and helped them see an increase in traffic in less than two months. Alright – So, what can I help with?

Graphic Design: Whether it's a logo or a new batch of business cards, I've got you covered for new materials or look and feel.

Web Design: I help folks build flexible, user focused and SEO optimized website that you can manage without me.

Would you be up for jumping on a call next week to see how I could help?

Signoff

WEB DEV COLD EMAIL SCRIPT

Hey [First Name],

I noticed that your website had a few broken links and wanted to flag them with you. I run a small business and while I'm not currently in the market for a home, I'd hate to see another entrepreneur lose business because of something so simple.

Here are a couple of the pages where the links are broke:

[LINK] ,[LINK], [LINK]

I was able to pull these links pretty easily using this tool called Moz.com. I found them while working with a bunch of clients over the last few years as a web developer. One of the things I offer people is the development of a website that is well optimized for search engines to ensure that people can find you through Google.

If you're interested in learning more, I'd be happy to chat. I noticed a few other issues associated with your site that I'd be happy to flag and fix.

Would you be up for jumping on a call next week to see how I could help?

Signoff

Hey [First Name],

COPYWRITING COLD EMAIL SCRIPT

One of the oldest and most frequently delivered pieces of advice for hosting a great open house is making a quality first impression. You know this.

I'm sure you've hosted an open house in the past and this was key.

But what most Realtors don't realize is that they're hosting an open house every day when someone visits their website. People who are in the market for a home are visiting your site and establishing a first impression.

What do you think they conclude when they see your site?

I've helped many Realtors use the power of compelling copy and content to capture more customers. Here's a video review [link to a screen recording] of some of the work I've done in the past that have helped acquire and close more leads.

I took a quick look at your site and there's a huge opportunity here to create more content focused around local keywords like [Target Market]. Would you be up for jumping on a call next week to see how I could help?

Hey [First Name],

MEDIA BUYING COLD EMAIL SCRIPT

Did you hear that Google recently changed the color of the label [AD] on search engine advertising from yellow to green a few weeks ago? It's a small change but a big one.

Why?

Because lots of savvy internet users were becoming more and more familiar with the yellow tag and overlooking anything that had it. The update going from yellow to green (the same color as the text) has resulted in more clicks on ads than ever before.

I've bought a lot of online ads over the years and haven't seen the opportunity as awesome as it is today. For realtors, the ability to target key markets on Facebook is awesome yet kind of creepy at the same time. You can target new couples, parents of kids who just moved out or people who live on an exact street.

I work with Realtors who want to get more leads. Whether you want to spend \$10 a day or \$50 a day on ads – I'd be happy to show you how I can help.

Signoff

SEO COLD EMAIL SCRIPT

Hey [First Name],

One of my friends was recently on the hunt for a Realtor and explained over a glass of wine that it took him a week to actually find one. He used Facebook, Google and even Twitter but was struggling to break through the noise and find an agent who had both a quality reputation and get this – an understanding of how to use digital to sell their home.

As a geek who has helped companies with their ability to show up in Google for years, I was impressed that my friend knew how powerful online was for a Realtor. Unfortunately, after doing a bit of research, I was unimpressed by the number of Realtors using tech for marketing.

Of all the sites I've come across, yours impressed me. That said, I do notice a few things that could be improved and help you go from the 3rd page of Google to the **fingers crossed** 1st page.

You currently have the title "First Name, Last Name, Realtor" on your homepage. I'd consider using something like "Location, Real Estate Agent" first because that's what people who live in [Location] are going to search when they're on the hunt. The exact title I would use is:
"Location, Real Estate Broker | Name"

This would only take a second or two to update. I hope this small change is helpful and you can implement it – If you have questions or need any assistance, let me know!

Signoff

FOLLOW UP EMAILS

FOLLOW UP - SERVICE OFFERING

Hey [First Name],

How's the week going? I just had another epiphany while chatting with my manager about how we could work together. One of the simple wins that we've been able to offer clients in the past is [Insert Low Cost Solution Here].

Would you be interested in learning how we could kick start the process for something like that?

Let me know.

Signoff

FOLLOW UP — CONTENT WORTH READING

Hey [First Name],

We just published a blog post that is all about [One Of Their Problems] and I think you'll really benefit from some of the insights shared here: [link]

As mentioned in my last email — I'm a [Service Description] and have helped many clients [What success looks like for them]. I'd love to schedule 15 minutes of your time and share some insights around how I can help your business.

Let me know what you think!

Signoff

SECOND FOLLOW UP

Hey [First Name],

Did you happen to come across this piece from [Competitor X]?

It's obvious that they're investing heavily in [Your Service]. I'd hate to see [their company] get left behind as I've been rooting for you guys since you launched. What would be the best way to get on your calendar in the next week or two to talk about how I could help? I really think [their company] would be able to move the needle here.

Signoff

FINAL FOLLOW UP

I know you're busy so this will be my last follow up.

I'd love to talk to you a bit more about the services I offer and how a collaboration could be beneficial. If you're interested in kick-starting these conversations, I've included my contact information below. I'd love to chat.

Signoff

TESTIMONIALS

ASKING FOR TESTIMONIALS

Hey [First Name],

It's been a pleasure working with you over the last few [time frame] and I'm hoping you could do me a favour.

I'm currently working on a website redesign and need a few testimonials from clients that I can showcase. I think the work we've done together has been pretty special and would love to showcase both the work and a short testimonial from you that highlights your thoughts on the experience.

Here's an example from one of my other clients:
[Testimonial Here]

Let me know if this is something you would be able to help with. It could be 2-3 sentences!

Signoff

REFERRALS

REFERRAL FROM AN OLD CLIENT

Hey [First Name],

Hope the summer is treating you well. Are you and [Spouse] still planning a trip to XYZ? So jealous 😊

I know it's been a while since we touched based and worked on the [Project] but I wanted to check in. First, I hope business is going well – I noticed you've been busy with a redesign, the new site looks great. Second, I happen to notice you're connected to [Ideal Referral] on LinkedIn and worked together at [Company].

I recently wrote a blog post all about [XYZ] that I thought they might find interesting. In addition, I'd love to learn more about what they're doing at [Company] and see if it would be a good fit for my services.

Would you be up for making an introduction?

Appreciate it,

Signoff

REFERRAL FROM CURRENT CLIENT

Hey [First Name],

One of the things I've been meaning to bring up is an introduction to [Referral]. I know we've been heads down focused on getting our launch out the door but I just remembered that you two worked together at [Company Name]. Would you be willing to make an introduction to [Name] ? Similar to the work we've been doing together, I think I could really help [Name] and [Company] with their [Problem].

Let me know what you think – Thanks!

Signoff

LATE PAYMENTS

REFERRAL FROM CURRENT CLIENT

Hey [First Name],

Hope all is well. I'm just following up in regards to Invoice [NUMBER] sent on [DATE SENT].

I've yet to receive payment and was wondering if you had a chance to send it? If not, I accept electronic transfers as well.

Best,

Signoff

PICK YOUR BRAIN

SAYING NO

Hey [First Name],

Thanks so much for reaching out!

As much as I'd love to connect over coffee, I'm unfortunately going to have to pass. I'm ridiculously tied up right now and have to keep my head down on getting a few priority projects out the door for the immediate future.

If you have any specific questions, feel free to shoot me back an email and maybe I can help.

Cheers,

Signoff

‘YOUR PRICE IS TOO DAMN HIGH’

COUNTERING THE PRICE OBJECTION

Hey [First Name],

I'm well aware that our prices aren't the cheapest in the market.

We've done enough of these projects to know the space well but also deliver our clients a final result that doesn't require a professional to come in once we're done to fix mistakes. You would be surprised how many times clients have passed on us the first time and come back later on to fix issues with their [Deliverable].

If you're up for it, I'd love to get on a call to go over once again a clear run through of the deliverables we're offering. I'm confident that the value is here – I just want to make sure you see it too.

If you don't think it's a good fit – That's completely fine.

Signoff

MAKE MONEY THROUGH CLARITY

Hey [First Name],

No worries at all. Definitely understand!

If our price is outside of your budget but you're still interested in collaborating in some way, I'd be happy to jump on a call using Clarity.fm. It's a service that charges by the minute which is a great solution for one-off projects or consultations.

Signoff

VALUE REITERATION

[First Name],

I'm glad you bring this up. Our prices aren't as low as other providers because of a few different reasons. One of the biggest reasons is our process for delivering an end solution that is flawless and leaves you more than satisfied.

I've attached a case study that highlights the work we did with [Client X] and how we were able to [Result]. I know that at first glance, [Rate] might seem like a lot but the value is clearly there when you consider the results we delivered for [Client X]. The return on your investment here isn't just a [Tangible Deliverable]. It's the long term benefit that this will bring you and your business through [more money or more leads].

Of course, I've run my own business so understand the importance of managing budget. If this isn't within your scope, I'd be happy to send along the names of a few others in the space that could help.

Signoff

TURNING DOWN WORK

Hey [First Name],

Sounds like an awesome project. I'm really impressed by what you have already accomplished.

As much as I'd love to be able to help, I'm currently fully booked for the next 6 months. I know you'd like to get the ball rolling on this quickly so unfortunately I'm going to have to pass. If you'd like, I'd be happy to make an intro to a few folks who I think would be able to deliver to your timeline and knock this one out of the park.

Let me know!

Signoff

NOT THE RIGHT FIT

Hey [First Name],

I'm pumped you thought of me for this one. Thanks for keeping me in mind.

I've reviewed what you're doing and while I think I could do a good job – I know a few people who could do a great job and really make this sing. At this time, I'd be unable to help but if you're up for it – I'd be happy to make an intro to someone else who might be a better fit.

Let me know!

Signoff

PUBLIC SPEAKING REQUEST

SPEAK AT COMPANY CONFERENCE

Hey [First Name],

I know you're probably crazy busy planning for [Event] but I wanted to drop you a quick note. The speaker line up so far looks very impressive. I'm stoked to see [Headliner] on the list of speakers – I've heard great things.

If you're interested – I'd love to throw my name in the hat as a potential speaker. Over the last few years I've [Highlight Success]. I think your audience would love to hear about these experiences and I'd love to deliver some actionable takeaways that they can run with immediately. Here's a recording from one of my recent talks: [LINK]

If you're interested, I'd be happy to throw around some ideas on what I could talk about.

Let me know what you think!

Signoff

LOCAL EVENT (FREE TALK)

Hey [First Name],

I noticed that [Company] is hosting [Event] in [Location] on [Date]. One of my colleagues passed along the conference link and pointed out that it seemed right up my alley for a speaking gig. I'm a [Service Offered] and have [Brag About Success].

I usually charge [Rate \$500+] for speaking gigs but when I came across this event I thought it would be a great fit. I'm local so travel costs aren't an issue and the only thing I'd need is a glass of water at the podium 😊 .

If you're interested, here are a couple ideas I had for a potential talk:

[Title]

[Title]

Let me know what you think – I'd love to chat!

Signoff

**BONUS: FOUR 🔥 TOOLS FOR TAKING
YOU'RE MAIL TO THE NEXT LEVEL**

GRAMMARLY FOR CHROME

The Grammarly Chrome extension is one of the best resources for people like me who still struggle with knowing when and where to use a comma. This extension is brilliant because it offers a wide range of features that go beyond a grammar check. It offers an analysis of context, punctuation issues, grammar, and has a thesaurus and dictionary built in.

Download here: <https://free.grammarly.com>

UGLY EMAIL

Did you know that some people use a tracking service in their emails to know when you open an email and don't respond? It's true. I've used these services in the past. I don't actively use them now but I do use Ugly Email which is a tool that shows me when someone sends an email with tracking installed before I open it.

This tool ensures that there's no awkward follow up saying: "Hey, I noticed you opened my email – Not interested?"

Download here: <https://uglyemail.com>

CANNED EMAILS

Remember how you just seen 20 great examples of emails that you could use in your business? You know what's better than opening up this document whenever you want to use one of these as a template? Canned Emails.

It's a simple extension that allows you to save email templates directly in your mail client without having to copy and paste. You can save your email responses directly into this extension and it will keep them on file for using later on.

Check it out : <http://www.cannedemails.com/>

CONTENTMARKETER.IO

Stop hunting for emails and use Content Marketer to do the work for you.

It's a simple tool that allows you to plug in a domain and within seconds spit back emails of bloggers, employees and contributors mentioned on a site. It also offers a few other perks such as a list of cold emails for reaching out to the media.

Check it out : <http://contentmarketer.io/>

THANK YOU

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