

Cold Email Starter Kit

5 Free Templates That Get Responses

Provided by OutboundAgent.com

Your AI-powered cold email automation toolkit

These 5 templates are battle-tested by sales teams closing \$10M+ in ARR. Each one targets a specific buyer psychology and includes real examples you can adapt immediately.

Pro Tip: The best cold emails are under 75 words, hyper-personalized in the first line, and focused on THEIR problem—not your product.

Template 1: The Personalized Opener

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Subject Line: [Specific observation about their company]

Hi [First Name],

I noticed [Company] just [specific recent event — funding, product launch, job posting, etc.].

Most [job title] teams I work with struggle with [specific pain point related to the event] when [context]. It usually costs them [quantified metric — time, revenue, deals].

We helped [Similar Company] solve this by [one-sentence solution] — they saw [specific result] in [timeframe].

Worth a quick 15-minute chat to see if we can do the same for [Company]?

Best,

[Your Name]

' **Why This Works:** Personalization signals you did research. Tying their trigger event to a pain point makes it relevant. Social proof + quantified results = credibility.

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Template 2: The Mutual Connection

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Subject Line: [Mutual connection] suggested I reach out

Hi [First Name],

[Mutual Connection Name] at [Their Company] mentioned you're working on [specific initiative].

We recently helped [Similar Company] with [similar challenge] — they reduced [pain metric] by [result]. [Mutual Connection] thought there might be overlap with what you're tackling at [Company].

Would 15 minutes make sense to explore if we could help you see similar results?

Happy to share what worked either way.

[Your Name]

' **Why This Works:** Warm intros get 3x higher response rates. Mentioning a mutual contact immediately builds trust and makes your email feel less "cold."

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Template 3: The Pain Point Hook

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Subject Line: Quick question about [pain point]

Hi [First Name],

Quick question: Are you still [doing manual process / using outdated tool / dealing with specific pain]?

Most [job title] teams waste [X hours/week or \$X/month] on this. It adds up fast.

We built [Your Solution] to solve exactly this. [Similar Company] saved [metric] in [timeframe] after switching.

Worth a quick demo to see if it fits your workflow?

[Your Name]

' **Why This Works:** Leading with a pain point question forces them to think about the problem. If they answer "yes," they're already bought into the conversation.

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Template 4: The Quick Question

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Subject Line: Quick Q — [their company]

Hi [First Name],

Quick question: How is [Company] currently handling [specific process/challenge]?

I ask because we work with [similar companies] to [outcome], and I'm curious if you're running into the same bottleneck most teams face with [pain point].

If so, happy to share what's working for [Similar Company 1] and [Similar Company 2].

5 minutes on your calendar?

[Your Name]

' **Why This Works:** Asking a question creates engagement. People naturally want to answer. The follow-up offers value without being pushy.

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Template 5: The Value-First Approach

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Subject Line: [Free resource] for [their goal]

Hi [First Name],

I put together [specific free resource] after seeing how many [job title] teams struggle with [pain point].

[Link to resource]

It covers [benefit 1], [benefit 2], and [benefit 3].

No strings attached. If you find it useful and want to chat about how we've helped teams like [Similar Company] achieve [result], let me know.

[Your Name]

' **Why This Works:** Giving value upfront builds reciprocity. People feel obligated to engage when you help them first. This approach has the highest long-term conversion rate.

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Cold Email Pro Tips

1. Keep it under 75 words — busy execs skim
2. Personalize the first line with specific research (not just "I saw your LinkedIn")
3. Focus on THEIR problem, not your solution
4. One clear call-to-action per email
5. Follow up 3-4 times with different angles (80% of deals close after the 5th touchpoint)
6. A/B test subject lines — 50% of success is getting opened
7. Send Tuesday-Thursday, 8-10 AM or 2-4 PM in their timezone
8. Use plain text formatting (no images, logos, or HTML)
9. End with a question to encourage replies

Ready for More?

These 5 templates are just the beginning.

Get access to 52 proven cold email templates covering:

- ' Outreach to Fortune 500 execs
- ' Follow-up sequences that convert
- ' Re-engagement campaigns for dead leads
- ' Industry-specific templates (SaaS, Finance, Healthcare, etc.)
 - ' AI prompts to personalize at scale
 - ' Subject line formulas with 40%+ open rates

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