# Mastering Cold Email Copywriting: Your Comprehensive Guide to Generating Leads

Understanding the art of cold email copywriting can make a significant difference in your lead generation efforts. Without the need for a professional copywriter or content marketing guru, you can craft an effective cold email that resonates with your recipients. This guide details 8 key tips and 3 proven email copywriting formulas to help you achieve this.

## 1. Crafting an Irresistible Subject Line

Your subject line is your first chance to grab attention—it's essential for maximizing open rates. Trial and error will help you find the perfect balance, but here are some best practices:

* Keep it short: Ideal subject lines are under 50 characters.
* Personalize it: Incorporate the recipient’s name or company details to grab attention.
* Be specific: Clearly state the purpose of your email.
* Use action words: Verbs like “discover” or “learn” can motivate the reader to open.
* Ask a question: This can open the conversation and pique interest.
* Use humor: If appropriate, this can help you to stand out and stay memorable.
* Avoid spammy words: Words like “FREE” or “Limited Time Offer” can trigger a spam filter, landing your email in the spam folder.

## 2. Personalizing Your Emails

A generic cold email is easy to spot and quick to discard. Personalized emails, however, give you a significant advantage. Simple details like mentioning the recipient's name or their company in the email body can make a personalization, such as referencing a webinar the recipient hosted, can further improve your chances of making a connection.

## 3. Focusing on the Recipient (Not You)

Resist the urge to pitch your product or service immediately. Instead, focus on your audience's goals and pain points. Tailor your email content around these concerns to create a more engaging message.

## 4. Using Authentic Language

Avoid industry jargon and sales-y language, as this can bore your recipient. Use human, authentic language that you would use in a verbal conversation. This approach makes you sound more relatable and genuine.

## 5. Keeping it Simple

For your first email, stick to the essentials. Break your message into logical paragraphs for easy reading. You can provide more information and details in follow-up emails once a connection has been established.

## 6. Including a Clear Call to Action (CTA)

A successful cold email clearly explains the next step for your audience. Provide a specific action for the recipient to take once they've finished reading your email. This could be booking a call, replying to the email, or reading a case study.

## 7. Proofreading Thoroughly Before Sending

Double-check your email for spelling and grammar mistakes. Read your email backwards and share it with a colleague for an additional perspective. Use tools like Grammarly as a rough guide while writing. This step ensures your email has a compelling subject line, personalization, clear language, and a strong call to action.

## 8. A/B Testing Different Versions

To optimize your cold email content, run A/B tests comparing different versions to see which performs best. Test only one element at a time to pinpoint what works and what doesn't. Some ideas for testing include:

* Subject line length: Long or short?
* Emojis in the subject line: Yes or no?
* Personalization: Does mentioning names get more clicks?
* Language style: Formal or informal?
* Email length: Longer email, or a shorter email?

## **3 Proven Cold Email Copywriting Formulas**

For extra inspiration, consider these three proven cold email copywriting formulas:

### **1. The "Star-Chain-Hook" Formula**

* Star: Share your big idea.
* Chain: List the facts, sources, social proof, reasons, and benefits.
* Hook: Share your CTA.

### **2. The "Before-After-Bridge" Formula**

* Before: Describe their world right now.
* After: Help them imagine what it would be like if you solved their problem.
* Bridge: Explain how to get there.

### **3. The "But You Are Free" Formula**

* Make a request, and then tell your prospect that they're free to do whatever they like.

## **Bonus: Funny Sales Emails**

Sometimes, humor can help your cold email stand out. If you're considering using funny cold emails, take inspiration from successful examples like Gusto's dog-related icebreaker.

By following these tips and formulas, you can master the art of cold email copywriting and improve your lead generation efforts. With a little practice and experimentation, you'll be on your way to crafting emails that resonate with your audience and drive results.

Effective cold emails share these characteristics:

1. **Concise.** People will archive an email at the sight of a wall of text. Keep it to 80-120 words and 5-7 sentences.
   1. If you have a hard time editing to shorten it, use ChatGPT or Notion AI.
2. **Targeted.** After getting a cold email for a newsletter sponsorship tool, I signed up immediately. Why? Because it was the solution to the exact problem I was facing—and they knew I likely was because they did their research and saw we have sponsors.  
   1. Do your research and make sure you're emailing the right people.
3. **Personable.** Be informal and open. Don't be stiff or formal.
4. **Authentic.** You can flatter recipients a little bit, but don’t claim to be “blown away by their work” if you haven’t read it. You should be able to back up everything you say.‍
5. **Focused.** Stick to only one goal. Is it a call? A referral? A demo? Define your goal before sending your email. This will inform your CTA.
6. **Original.** Stand the f\*ck out. Avoid all the cliches like "I hope this email finds you well" or "quick question."
7. **Clear.** Don't include anything that your reader might not understand. Assume they don't know about your company unless you know they do. Don't include references that they might not get. Be crystal clear.

Do these 7 things and you'll drastically increase response rates.

To make it even easier, use ChatGPT for help with copywriting. Ask them to make your email shorter, more casual, and remove any jargon.