

Bramble



Outreach Email Templates

INTERNAL SALES RESOURCE

TEMPLATE 01 — COLD OUTREACH

The First Introduction

For properties you've never spoken to. Keep it short, specific to their grounds, and genuinely useful. Research the property before sending — mention something real.

SUBJECT LINE

A thought about [PROPERTY NAME]'s grounds

Dear [FIRST NAME] ,

I've been looking at [PROPERTY NAME] and couldn't help noticing [SPECIFIC DETAIL — e.g. "the 200 acres of parkland" or "your walled garden and woodland walks"] . You clearly have grounds that deserve more than a laminated map at reception.

I'm Ben, CTO of Cobble (cobble.london) — we've spent three years building GPS-triggered storytelling for London's streets. Bramble applies that same craft to country estates and gardens. Guests scan a QR code, and as they walk your grounds, stories about each spot appear on their phone: the history, the ecology, the hidden corners most people walk straight past. No app to download. No guided tour to book. Just a quiet, personal exploration — built on technology we've already proven in the field.

It's the kind of experience guests remember — and talk about when they get home.

I'd love to show you what a Bramble map could look like for [PROPERTY NAME] . Would you be open to a brief call? Entirely no obligation — I'm genuinely curious about your grounds.

You can see more at wandernest.co.uk

Warm regards,

[YOUR NAME]

Bramble

hello@bramblemaps.com

CUSTOMISATION NOTES

- Always research the property — mention a specific feature (their garden, parkland, woodland, lake)
- Check if they already have a story map or app — if so, adjust the angle
- If they've won awards for their grounds, mention it
- Keep to under 200 words in the body — busy people skim
- Send Tuesday-Thursday, 9-11am for best open rates
- Subject line alternatives: "Your grounds tell a story" / "An idea for [PROPERTY NAME]"

TEMPLATE 02 — WARM INTRODUCTION

Through a Mutual Connection

When someone has introduced you, or the property has shown interest. More personal, references the connection, and assumes some warmth already exists.

SUBJECT LINE

[MUTUAL CONTACT] suggested I get in touch

Dear [FIRST NAME],

[MUTUAL CONTACT] mentioned that you might be interested in what we're doing at Bramble, and I can see why — [PROPERTY NAME] is exactly the kind of place our work is built for.

A bit of background: I'm also CTO of Cobble (cobble.london), where we've spent three years building GPS-triggered audio walking tours for London. Bramble takes that same proven technology and applies it to country estates. In short — guests scan a QR code and discover stories as they walk your grounds. History, ecology, hidden gems, all triggered by where they are. The experience of a personal guided tour, without needing a guide.

[MUTUAL CONTACT] thought it might complement [SPECIFIC THING — e.g. "the seasonal trails you already offer" or "the heritage interpretation work you've been doing"] .

I'd love to hear what you're currently doing for guests on your grounds and share a few ideas. Would you have 15 minutes for a call this week or next?

Best wishes,

[YOUR NAME]

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CUSTOMISATION NOTES

- Always name the mutual contact — it's your credibility

- If the contact said something specific about the property, reference it
- Tone should be warmer and more conversational than the cold email
- If they reached out to you (inbound), flip the opening: "Thank you for getting in touch — I've been looking at your grounds and I'm already excited"
- Include a link to a case study if you have one relevant to their property type
- Subject line alternatives: "Following up on [MUTUAL CONTACT]'s introduction" / "Lovely to be connected"

TEMPLATE 03 — FOLLOW-UP

The Gentle Nudge

Sent 5-7 days after a cold email with no reply. Brief, adds value, doesn't feel pushy. One follow-up only — if no reply after this, move on and try again in 3 months.

SUBJECT LINE

Re: A thought about [PROPERTY NAME]'s grounds

Dear [FIRST NAME],

I dropped you a note last week about Bramble and your grounds at [PROPERTY NAME] — just wanted to make sure it found you.

I've been thinking about [SPECIFIC OBSERVATION — e.g. "the woodland walk mentioned on your website" or "your kitchen garden and its connection to the restaurant"] . It's the kind of feature that guests would love to know more about in the moment — the story behind what they're looking at, right there on their phone as they stand in front of it.

That's essentially what Bramble does: story maps that reveal stories as guests explore. We've built this technology over three years at Cobble (cobble.london), our GPS walking tour platform for London — and Bramble brings that same expertise to estates like yours. No app needed, no staff time required. Just a richer experience on your grounds.

Happy to share a quick example if you're curious. No pressure at all.

All the best,

[YOUR NAME]

CUSTOMISATION NOTES

- Reply to your original email thread so they see the context
- Add a genuine insight — check their TripAdvisor reviews for guest comments about the grounds
- Keep it shorter than the original email — they saw the first one, they don't need a repeat
- If you have a case study or example by now, link to it
- One follow-up only. If no response, note them as "revisit in 3 months" and move on
- "No pressure" is important — you're selling confidence, not desperation