

Hey [first name],

I hope this email finds you well! I wanted to reach out because [explain how we got their contact information and how we relate to them: talked to a colleague, saw your company online, etc.].

[Name of company] has a new platform that will help (your team at) [organization name]. [One sentence pitch of benefits]. We do this by:

Benefit/feature 1

Benefit/feature 2

Benefit/feature 3 (optional)

Let's explore how [name of your software] can specifically help your business. Are you available for a quick call [time and date]?

Cheers,

Sig

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Subject: Time Saving Software

Hi {{name}},

What would you do with an extra 10 hours each week?

I ask because clients like yourself have seen savings like these – if not more – after adding our software to their tech stacks.

Just ask experts like Gary Vaynerchuk, Tim Ferriss, and Malcolm Gladwell, who we're happy to count as satisfied customers.

I'd love to set up a time to walk you through a personalized demo. Would you have some free time next week to connect?

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Subject: 10x {{prospect's company's}} traction in 10 minutes

Hello {{name}},

I have an idea that I can explain in 10 minutes that can get {{company}} its next 100 best customers.

I recently used this idea to help our client {{SaaS company/competitor}} almost triple their monthly run rate.

{{Name}}, let's schedule a quick 10-minute call so I can share the idea with you. When works best for you?