



Cold Email & LinkedIn Outreach Sequence

A Proven Framework for Engaging and Converting Cold Prospects

Cold outreach isn't about blasting generic messages; it's about delivering the right message to the right people at the right time. This sequence is designed to spark curiosity, establish credibility, and move potential clients toward a conversation.

This sequence helps you:

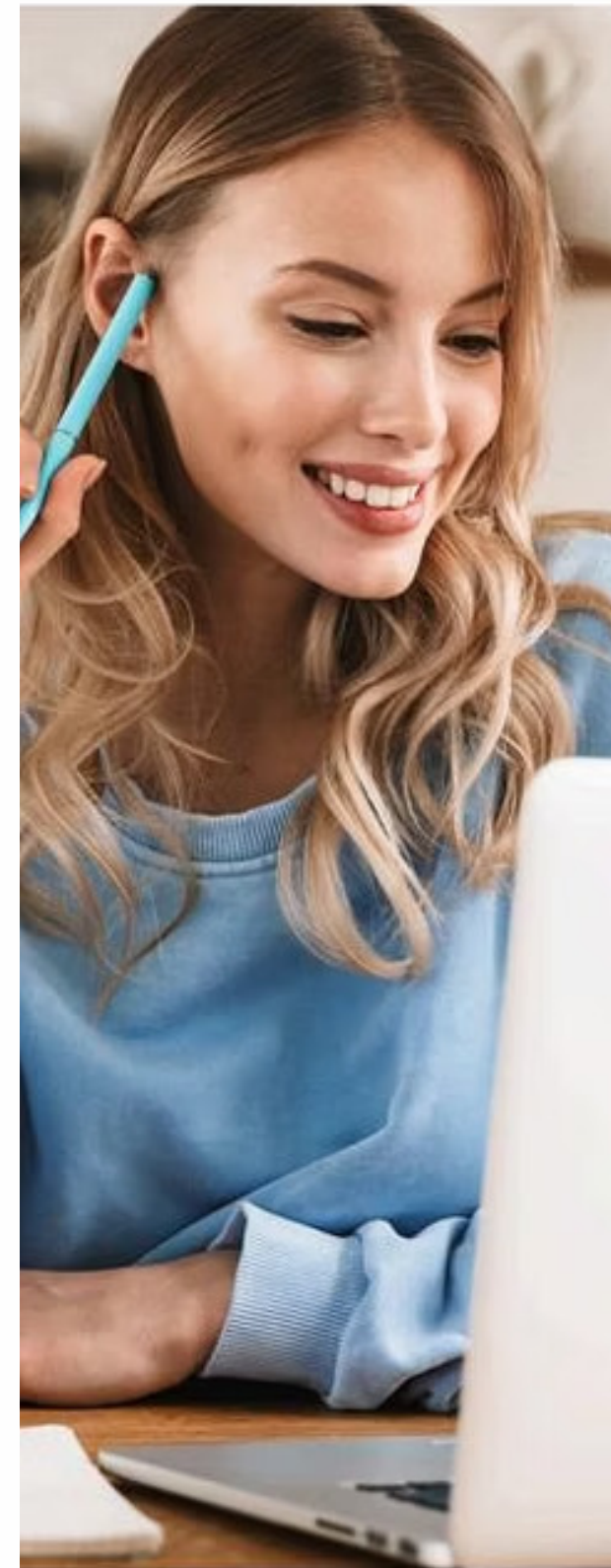
- Grab attention and build trust
- Clearly communicate the value you provide
- Establish authority in your space
- Convert prospects into meaningful conversations.

When to use this approach:

- Reaching out to new leads who don't know you yet
- Building relationships before pitching
- Implementing a repeatable, scalable system to keep your pipeline full.

Best Practice:

Personalize whenever possible. Mention their company, role, or a relevant industry trend to increase engagement.



Cold Email #1: Lead with Value

Subject: Helping [Company Name] [Achieve a Key Goal]

Hi [First Name],

I work with [Target Audience] like you to [Your Unique Value Proposition – e.g., "help B2B companies generate 30+ qualified leads per month with a simple 90-day strategy"].

Many businesses struggle with [Pain Point], and I've built a proven system to solve this. My clients have seen:

- [Result 1] (e.g., increased pipeline by 40%)
- [Result 2] (e.g., reduced acquisition costs by 25%)
- [Result 3] (e.g., scaled revenue with fewer resources)

I would love to share a few insights that could work for [Company Name]. Open to a quick chat next week?

Best,

[Your Name]

[Your Signature]

[Your Website]

Cold Email #2: Reinforce Their Pain Point & Provide a Solution

Subject: Quick fix for [Pain Point] at [Company Name]

Hi [First Name],

I work with [Target Audience] like you to [Your Unique Value Proposition - e.g., "help B2B companies generate 30+ qualified leads per month with a simple 90-day strategy"].

Many businesses struggle with [Pain Point], and I've built a proven system to solve this. My clients have seen:

- [Result 1] (e.g., increased pipeline by 40%)
- [Result 2] (e.g., reduced acquisition costs by 25%)
- [Result 3] (e.g., scaled revenue with fewer resources)

I would love to share a few insights that could work for [Company Name]. Open to a quick chat next week?

Best,

[Your Name]

[Your Signature]

[Your Website]

Cold Email #3: Social Proof & Case Study

Subject: [Company Type] increased [Key Metric] – Here's how

Hi [First Name],

I work with [Target Audience] like you to [Your Unique Value Proposition - e.g., "help B2B companies generate 30+ qualified leads per month with a simple 90-day strategy"].

Many businesses struggle with [Pain Point], and I've built a proven system to solve this. My clients have seen:

- [Result 1] (e.g., increased pipeline by 40%)
- [Result 2] (e.g., reduced acquisition costs by 25%)
- [Result 3] (e.g., scaled revenue with fewer resources)

I would love to share a few insights that could work for [Company Name]. Open to a quick chat next week?

Best,

[Your Name]

[Your Signature]

[Your Website]

Cold Email #4: Direct Invitation to Work Together

Subject: Let's solve [Pain Point] together!

Hi [First Name],

I help [Target Audience] [Achieve Key Business Goal] through [Your Unique Approach].

If [Pain Point] is on your radar, I'd love to share insights on how I've helped companies like [Company Name] solve it.

I'm available next [Day] or [Day] – let me know what works for you.

Best,

[Your Name]

[Your Signature]

[Your Website]

Cold Email #5: The Final Nudge

Subject: Last try, let's talk?

Hi [First Name],

I know things are busy, so I wanted to check in one last time.

If you're still working through [Pain Point], I'd love to share how I've helped companies like yours [Achieve Key Business Goal] with [Your Approach].

If now's not the right time, no worries – just let me know if I should check back in later.

Best,

[Your Name]

[Your Signature]

[Your Website]

LinkedIn Outreach Templates

LinkedIn InMail #1: Short & Direct

Hi [First Name],

I help [Target Audience] solve [Pain Point] so they can [Achieve Key Goal].

Would love to connect and hear what's working (or not working) for you. Open to a quick chat?

Best,

[Your Name]

LinkedIn Connection Request Message

Hi [First Name],

I came across your profile and wanted to connect! I work with [Industry] leaders to [Solve Key Problem], and I'd love to exchange insights. Looking forward to connecting!

Best,

[Your Name]

LinkedIn Follow-Up Message

Hi [First Name],

Appreciate you connecting! I specialize in helping [Target Audience] tackle [Pain Point] to [Achieve Key Goal].

Would love to hear what challenges you're seeing right now. If it makes sense, happy to share some strategies that might be helpful!

Best,

[Your Name]

Optimize & Automate Your Cold Outreach

This framework works, but [HeyCMO](#) can help you scale even faster with the right tools and execution support.



Need a [Cold Email Outreach](#) platform or help with set up?

We partner with companies like [Snov.io](#) for a powerful system that automates outreach and drives higher engagement.



Hey CMO's [Virtual Assistant](#) services can:

- Set up and automate your outreach campaigns
- Optimize LinkedIn messaging alongside email campaigns
- Handle follow-ups and CRM organization so you focus on closing deals

Your Partner in Fractional Success

At *Hey CMO*, we're dedicated to empowering Fractional entrepreneurs like you with the knowledge and tools needed to build, scale, and protect your business. From expert guides on business structures to practical advice on growth, we're here to help you thrive.

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