

Cold Emails Reviews

by Yurii Veremchuk

99% of cold emails are really bad.

yet... millions of cold emails are sent
every day

Let's have a look at 3 cold emails
and see how those can be improved



1st

Cold

Email

Review



Word count: 49 | Reading Grade Level: 3

Subject: Princeton alumni reach out

Hey Yurii - this is Kraig McFadden '18, fellow Princeton alum in marketing.

I recently created a referral system to help companies like Woodpecker get customers at a 7x ROI.

Would love to hop on a call if you're up to connect? Let me know!

Thanks,

Kraig McFadden '18

1. It's not a bad subject line, but it gets worse in the 1st line.

***Princeton alumni reach out
this is Kraig McFadden '18***

The subject line is fine, you're showing that you also went to the same school. It's not bad

But the 1st the 1st sentence... No one cares what your name is, plus there's a signature

1. therefore

Always remember: it's a cold outreach. No one cares who you are. Lead with value first always. Everyone cares "what's in it for them". Subject line:

Fellow Princeton alumni

2. Be specific + don't brag too much

I recently created a referral system to help companies like Woodpecker get customers at a 7x ROI.

Companies like Woodpecker? What companies? Also 7x ROI is hard to believe

therefore

23% increase is much more believable than 7x. Also be more specific, try saying “11-50 employees SaaS companies”

3. Don't ask for too much

Would love to hop on a call if you're up to connect? Let me know!

You haven't provided enough information for a person to consider giving you their time.

therefore

Add more stories / social proof / COI (Cost of Inaction) to your email if you really want to make sure your email resonates + person wants to book a call with you



2nd

Cold

Email

Review

Word count: 54 | Reading Grade Level: 4

Subject: Java engineer opening

I hope all is well. I noticed that Oracle has a Java Software Engineer opening and thought we may be able to connect on this role. I recently spoke with a few candidates who have similar experience and active clearances.

Do you have some time over the next week or two to connect?

Thanks,

1. Ok subject line, but once again - filler words after it.

Java engineer opening

I hope all is well. I noticed that Oracle

therefore

Start with your best bits. And be more specific. New role - how long it's been opened - a few days or a few months? Who's the team lead, how many people in the team currently, etc.

2. Too much focused on “I”

I hope... I noticed... I recently....

therefore

Speak more with YOU first. On your hiring page... A few candidates that could fit your role well, etc.

3. Lack of info to book that meeting
do you have some time over the next week or two to connect?

therefore

Just stating that you know a few candidates won't convince me to book a meeting. Give more context
“I know a candidate who helped Hubspot with their DACH expansion. As you guys are currently expanding there as well, thought that there might be a good fit”



3rd

Cold

Email

Review

Word count: 139 | Reading Grade Level: 9

Subject: Simplifying Financial Planning for Busy Physicians

Dear Dr. Smith,

I hope this email finds you well. Managing a successful medical practice is demanding, leaving little time to focus on your personal finances. That's where Infinite Wealth Financial comes in.

At Infinite Wealth Financial, we specialize in helping physicians like yourself navigate complex financial landscapes, ensuring that your wealth grows as steadily as your career. Whether it's planning for retirement, managing investments, or minimizing taxes, our tailored financial strategies are designed to give you peace of mind and more time to focus on what you do best—caring for your patients

Would you be open to a brief call to discuss how we can support your financial goals? I'm confident that our approach can bring significant value to your financial planning.

Looking forward to your response.

Enthusiastically,

1. Way too long + vague start

let's cut the BS and get straight to the point

therefore

Cut it in half

2. Pleasantries ≠ being respectful

Dear Dr Smith...

Looking forward to your response.

Enthusiastically,

Useful tip

Go to techemails.com. See who top execs from big companies are communicating. Usually, it's fairly short. Execs don't send essays to each other when they exchange emails. You going to be more respectful if you don't just waste someone else time.

3. Don't assume too much

I'm confident that our approach...

Well, I`m not that confident... You haven't provided enough information that's easy to understand what's in it for me.

therefore

Add a social proof of a similar company how you helped them. Make it easy for me to understand. Don't hide what you've done for them. Show it. It'll help you build trust. Add storytelling bits, it's easier to digest

4. Starvation > Overeating

Too much info in this email, too many numbers, too many company names dropped, too many CTAs

therefore

Be specific. 1 problem, 1 solution, 1 social proof (company story), 1 CTA

Bonus Review

Good Example

Word count: 53 | Reading Grade Level: 7

Yurii - Woodpecker has slipped in G2's rankings by 3 positions

According to our friends at Gartner, 95% of B2B software buyers use review sites in their decision-making process. They usually go with the top five tools.

Out of curiosity, has the pipeline been hard for the team to generate or convert recently?

1. Starts with a relevant observation

Woodpecker has slipped in G2's rankings by 3 positions

Show that you've done the research. It takes your cold email to another level

2. It has an impact statement and makes the prospect feel something. Call it an emotional “Oh Sh*t” moment

They usually go with the top 5 tools

3. Gentle Closed CTA = Good

Out of curiosity, has the pipeline been hard for the team to generate or convert recently?

Yes/No questions that invites you to start a convo. Beautifully done.

Bonus Tips

Write in F shape,

Around 50 words,

Space out the text to
make it optically
inviting.

Templated cold emails don't work in 2024

Always, try to be relevant first.

Never personalize your cold email just
for personalization sake.

Show what's in it for them. Never focus on your features, no one cares about those.

Show what problem you can help your prospect solve right now.



“We’ve built an onboarding and analytics platform that enables company leaders to save hours and allocate that time to have an impact on the bottom line”



“We can help you decrease the new SDRS ramp time by one-third.”

Pro tip

use 6th grade reading level, simplify words

+67%

Source: Lavender

performance of emails with 6th grade reading emails

Only 1 call-to-action per email.

Emails with 2+ CTAs perform worse than emails with no CTA at all.

It should be effortless to find and understand the ask.

Reduce friction, don't ask for too much.



“Worth a chat?”



“Not sure if that’s of importance right now”



“Maybe my psychic skills are off, but
still...Open to exploring this?”



“No rush but is this worth exploring? ”



Not sure it’s a fit, but is this worth a
conversation?



Open to learning how they're doing it?

What would
you add?

