Email Frameworks

We'll help you book 10+ meetings every month through cold outbound using a proven system in less than 45 days

(Without working overtime or spamming leads)

Want to hit 150%+ in the next 45 days (Without working craz...

🕐 **5 min**

1.2×

~~5 min~~ ⚡ 3 min 45 sec

Book Your Free Strategy Call: Click Here to Book Now!

1-1 not a fit for you? Get my Playbook with a $50 discount here: Get the playbook here

The Email Templates

> 📈 Don't copy these straight, adapt them to your ICP & specific persona. These work across all markets and all persons but the more info you add the better!

Examples/Templates you can follow and use 👇

These frameworks include an initial email & 4 bump emails

▼ Initial Email - T.I.P.S

The T.I.P.S Framework

Trigger

Have a relevant trigger that explains why you are reaching out.

This can be a variety of things: a new job change, their teams expanded, they are actively hiring for roles etc

Make it clear in the first line why it makes sense for them to talk with you.

Implication

Imply what you think is a priority based on the trigger.

For example if they have just hired 5 new reps then focusing on ramping them would likely be a priority.

This is what will show it's not some generic spray & pray.

Pain

Identify a common pain points usually faced by your ICP relating to the implication.

Dig into the pain, and why it should be a priority for them to fix.

People love to stay the same so show them the negative outcome of not changing.

Social Proof

Using social proof builds your credibility in your outreach.

If you have names to drop, do it!

Then add a desired outcome they achieved from working with you.

This will tie into the next stage.

Solution

Explain how your solution got the desired outcome from the social proof.

Keep it brief the goal is to get a response, not sell them on the email.

So don't start going into depth about exactly what you do, that's what a call is for after they respond.

Soft CTA

Soft CTA to finish, the goal is to get a reply.

So stuff like "Worth a chat?" "Open to hearing more?" instead of asking for 30 minutes.

Bonus points if you use a lead magnet with a soft CTA.

Example Structure & Example

Structure

Hey [name]

Looks like [relevant trigger], Imagine you're / thought you'd [implication based on trigger]

Usually, our customers struggle [main problem related to ICP]

So [dig into the pain]

We've been helping [social proof]

[positive outcome & how your solution did that]

[Soft CTA]

Example

Hey Sam

Looks like you're hiring AE's in DC, imagine ramping them is a priority.

Most sales leaders struggle to get reps ramped under 5 months.

Meaning hitting the teams quarterly target is an uphill battle.

We helped Gong's reps ramp <3 months with our coaching.

Open to seeing how?

Why this works: The first part of the email explains why you're reaching out. Making an informed conclusion from observation shows you understand the situation they may be in. This builds credibility.

The second half backs up your ability to speak to that challenge. You have helped others, and sharing this gives the reader a concrete understanding of what you're bringing to the table.

P.S Lavender loves it too ;) 💜

Ramp Time

Recipients

Ramp Time

Hey Sam

Looks like you're hiring AE's in DC, imagine ramping them is a priority.

Most sales leaders struggle to get reps ramped under 3 months.

Meaning hitting the teams quarterly target is an uphill battle.

We helped Gong's reps ramp <3 months with our coaching.

Open to seeing how?

--

Aaron Reeves
↑ Heard this guy makes some great content
You should give him a follow on LinkedIn

Sans Serif   B I U A

Send

Email Coach

READY

99

Writing Time: 2:24
Reading Time: 0:13

Needs Work:

LONG SENTENCES   I:YOU   HEDGE WORDS

Ready:

SUBJECT ☑   FORMALITY ☑   QUESTION COUNT ☑

ADVERBS ☑   UNCOMMON WORDS

EMAIL LENGTH ☑   NO SPAM DETECTED ☑

CLARITY - **5/12** ☑   MOBILE OPTIMIZED ☑

Interpreted As: SAD

Detected Tones:

SAD

Need help? 💬

▼ Bump Email 1 - 3rd Party Bump

The 3rd Party Resource Bump - 1:

Structure:

- Bring up the name of the resource
- Reuse the insight from before
- Explain what it is & the value
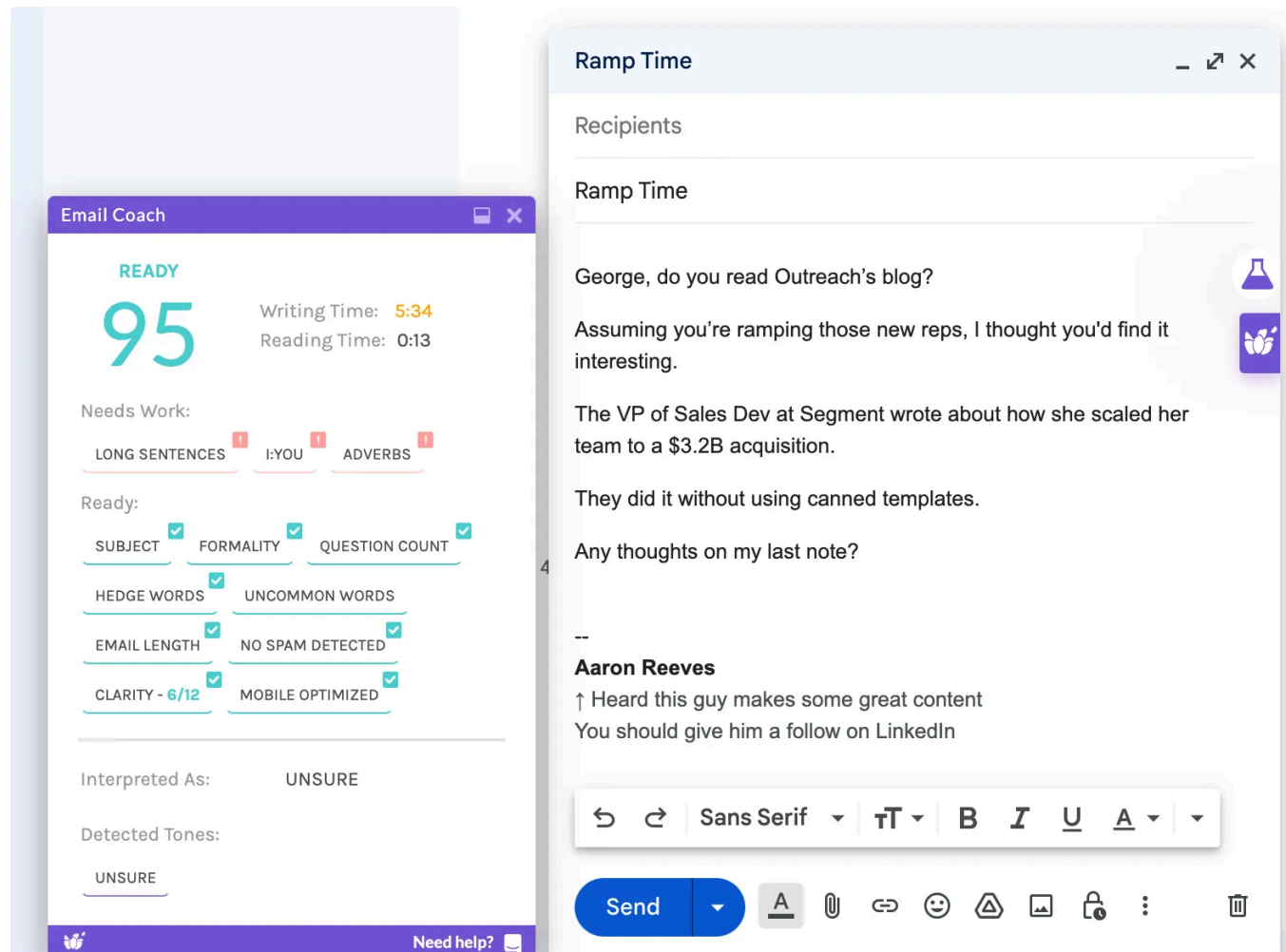- Nod back to original CTA

Example:

George, do you read Outreach's blog?

Assuming you're ramping those new reps, I thought you'd find it interesting.

The VP of Sales Dev at Segment wrote about how she scaled her team to a $3.2B acquisition.

They did it without using canned templates.

Any thoughts on my last note?

Why this works: Your reader knows you're trying to sell something. Most people send their own branded content. However, your company's content tends to be biased — at least, that's your buyer's perception.

By sending them a third-party resource, you're breaking a pattern. You're building trust on common, neutral ground. This approach creates a sense of safety. And by framing it to what you think they care about, you'll engage your reader.

—

▼   Bump Email 2 - 3rd Party Bump 2

The 3rd Party Resource Bump - 2:

Structure:

- Key fact & figure from the article

- Link back to the original insight

- Screenshot (optimal not necessary)

- Pain / observation link

- Mind if i share how to avoid it

Example:

George over 64% of new reps fail to ramp successfully.

I came across this article by Apollo.

Given ramping your reps is a priority, thought you'd find it interesting.

This trend is only looking to get worse in 2024.

Mind if I share 2-3 tips on how to avoid it?

Email Coach

READY

99

Writing Time: 3:24
Reading Time: 0:13

Ready:

SUBJECT ✅   FORMALITY ✅   QUESTION COUNT ✅

HEDGE WORDS ✅   UNCOMMON WORDS

EMAIL LENGTH ✅   NO SPAM DETECTED ✅

CLARITY - 5/12 ✅   MOBILE OPTIMIZED ✅

Interpreted As: DOUBT

Detected Tones:

ANGRY   UNSURE
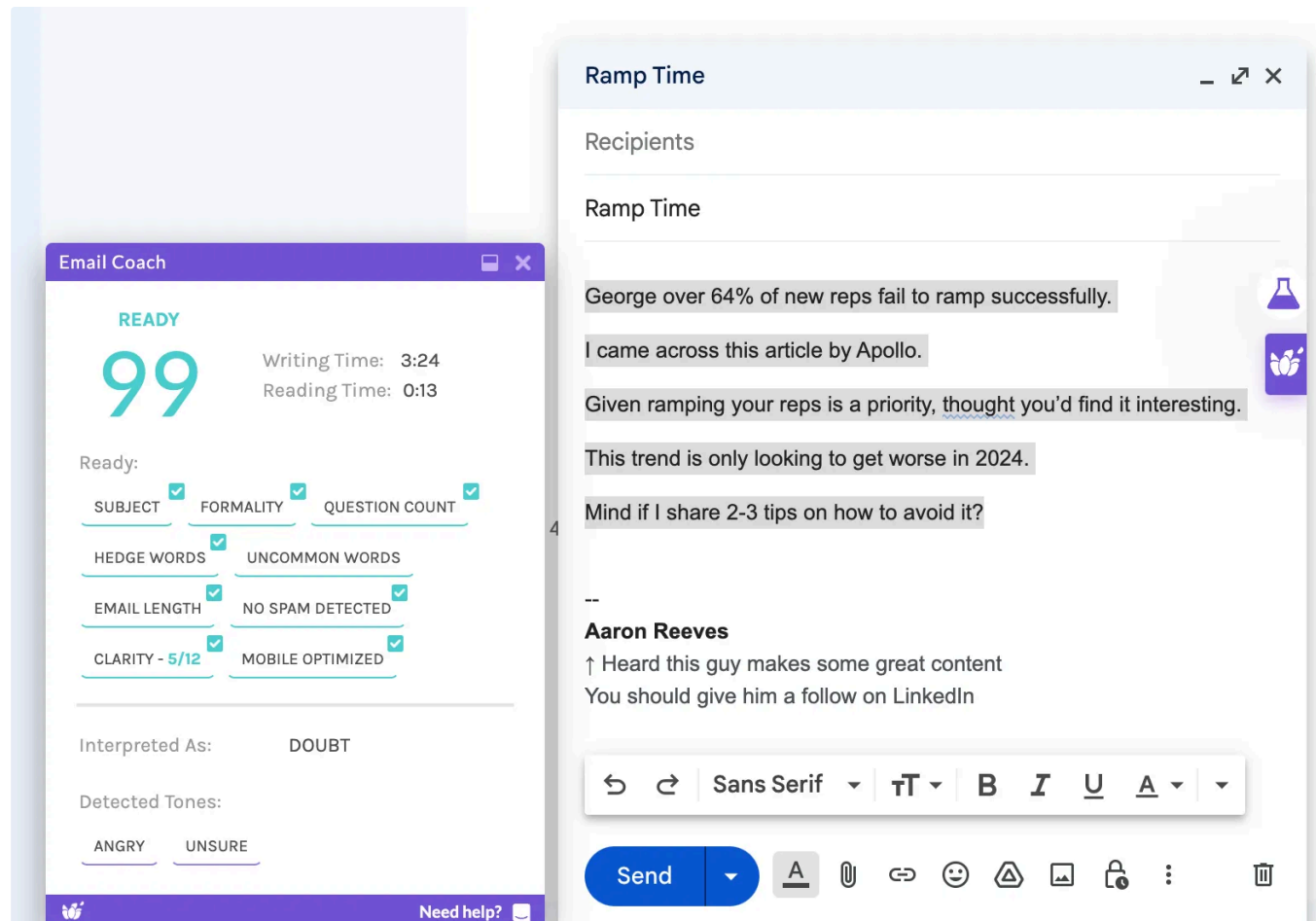
Need help? 💬

Ramp Time

Recipients

Ramp Time

George over 64% of new reps fail to ramp successfully.

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Aaron Reeves
↑ Heard this guy makes some great content
You should give him a follow on LinkedIn

Send

Why this works: Your reader knows you're trying to sell something. Most people send their own branded content. However, your company's content tends to be biased — at least, that's your buyer's perception.

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—

▼ Bump Email 3 - Thoughtful Bump Basic

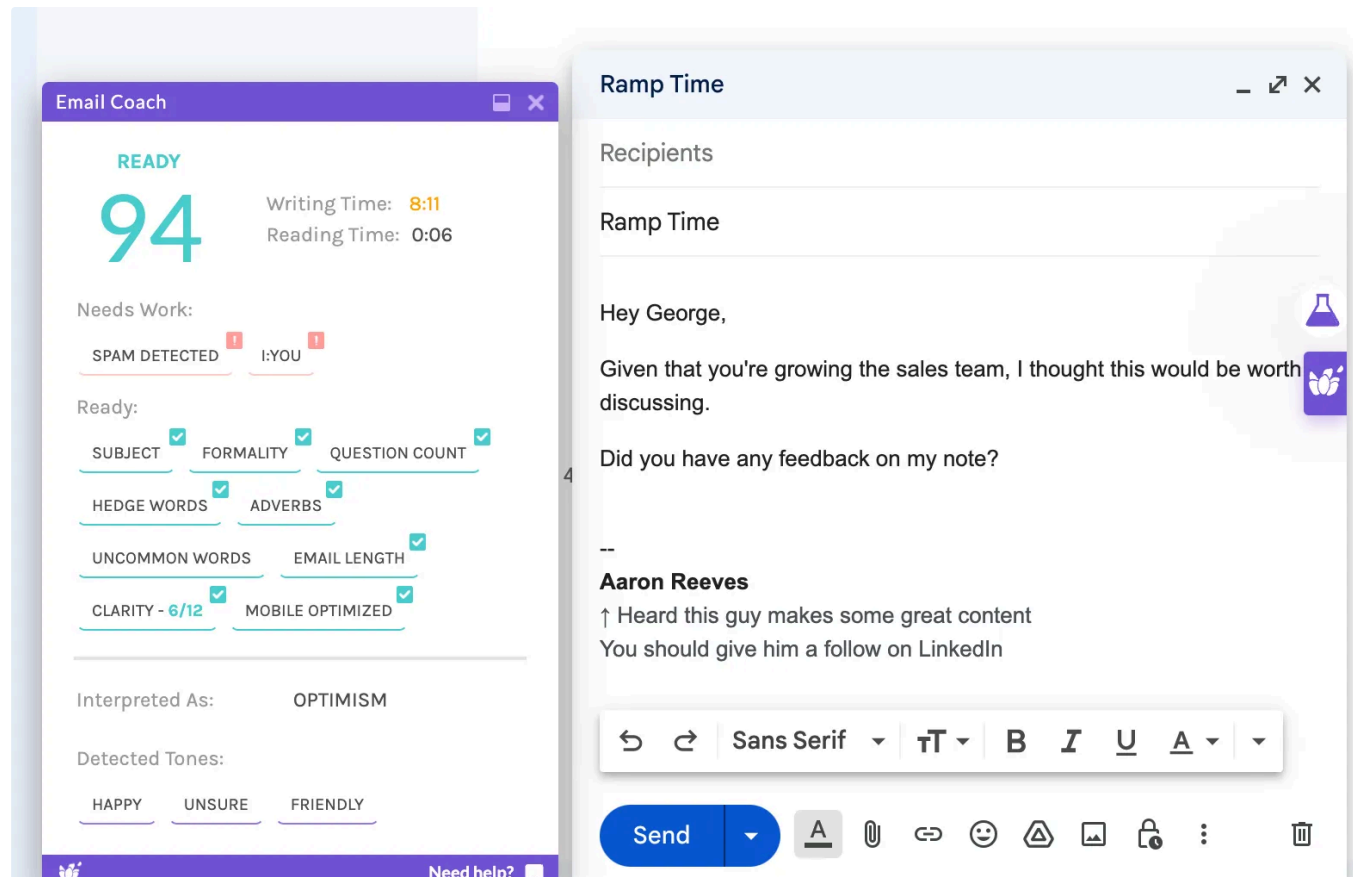# Thoughtful Bump - Basic

Structure:

- NEVER just say thoughts

- Add context + bump

Example:

Hey George,

Given that you're growing the sales team, I thought this would be worth discussing.

Did you have any feedback on my note?

Why it works: With this framework, you're doing two things:

- You're tapping into your reader's sense of urgency. No one wants to miss an important email.

- You're verifying that your message deserves urgency because you reference that context for why you reached out in this note and the original note you customized.

—

▼ Bump Email 4 - Thoughtful Bump Case Study

Thoughtful Bump - Case Study

Structure:

- Content + bump
- Case study with link