Client Magnet – 10 Cold Email Scripts + Bonus

1. The Direct Pitch Script

Subject: Quick help with [Client's pain point]?

Hi [Client's Name],

I noticed you might be dealing with [specific problem/challenge]. I specialize in helping businesses like yours with [solu

Let me know - happy to send examples of similar work.

Best,
Ashish

2. The Soft Intro Script

Subject: Loved what you're building at [Company Name]

Hi [Client's Name],

I recently came across [project/product] and was impressed. I help startups like yours with [your service] - happy to sh

If helpful, I'd love to send over 2-3 suggestions.

Best regards,
Ashish

3. Job Board Follow-up (Upwork/Fiverr)

Subject: Your [Job Title] listing - Quick proposal

Hi [Client's Name],

Saw your job post for [project] - it's right up my alley. I've helped [similar clients] with the same, and I'd love to bring the

Happy to customize the approach if needed. Do you have time for a short chat?

Thanks,
Ashish

4. The "I Noticed Something" Script

Subject: Quick note about your website

Hi [Client's Name],

I checked out your site and noticed a few ways to boost conversions (nothing major, just 2-3 small tweaks). I specialize

Free of charge - just want to help first.

Cheers,
Ashish

5. The "Warm Introduction" Script

Subject: Referred by [Mutual Contact or Connection]

Hey [Client's Name],

[Mutual Contact] mentioned you're working on [project/business]. I help people with [solution] and thought I'd reach ou

If it makes sense, I'd love to support your project - even with a quick consult.

Warmly,
Ashish

6. The Case Study Hook

Subject: [XX]% boost in [result] for [client] - can I help you too?

Hi [Client's Name],

I helped [Client X] increase [result] by [XX]% using [your service]. Wondering if you'd like the same results?

Happy to share details if you're curious.

Thanks,
Ashish

7. The No-Pitch Value Drop

Subject: Free idea for [Client's Company]

Hi [Client's Name],

I was thinking about [industry trend] and had an idea you might find useful for [their goal]. No pitch - just something yo

Let me know if you'd like me to send it over.

All the best,
Ashish

8. Follow-up Script (After No Reply)

Subject: Just checking in (re: [original subject])

Hi [Client's Name],

Just following up in case my previous message got buried. If [service] is still something you're considering, happy to cl

Otherwise, no worries - feel free to keep me in mind for future projects.

Thanks again,
Ashish

9. The "1-Hour Offer" Script

Subject: Free 1-hour help session (if you're open)

Hi [Client's Name],

I'm offering a free 1-hour session this week to help small businesses with [service area]. No sales - just help.

Would you like to grab a spot?

Kindly,
Ashish

10. After Discovery Call Script

Subject: Recap + next steps

Hi [Client's Name],

Great chatting with you! To recap, we discussed [points]. I'm excited to support you with [project] - here's what we can

1. [Step 1]
2. [Step 2]
3. [Optional timeline or pricing mention]

Let me know when you'd like to get started.

Cheers,
Ashish

BONUS: Social Media DM → Email Switch

DM:
Hey [Name]! Loved your post on [topic] - I help clients with [result], and think there's a quick win we can apply to your

Email:
Hi [Client's Name],

Thanks for connecting on [platform]. As mentioned, I'd love to help you with [pain point] - even a few small changes ca

Here are a few quick ideas I promised:

- [Idea 1]
- [Idea 2]

Would you like me to expand on these?

Best,
Ashish