

The Perfect Cold Email

After 35 minutes, you will learn...

I'll show you screenshots of my successful interactions

How to get in touch with anyone on earth

How to structure your words to increase the likelihood to get what you want

And why the most important part isn't the first email (and how to make it work)

At the end, I'll show you how I did this entire process just last month to start a business...

I'll login into my email and you EVERYTHING.

Plan on starting ANYTHING?

You'll need to do cold outreach.

Shut out the distractions. You owe it to
yourself.

Why me?

- Entire career built on cold emailing
- Didn't know a soul in my industry
- Tens of thousands of conference attendees and +500 speakers
- +30 high profile investors, +100 hires, thousands of b2b customers
- As of March 15th, 18,540,000 emails sent this month - I know the data. Nearly 1 billion in total



wework



This is NOT a silver bullet.

Sometimes...your offer sucks.

This is a framework on persuasion and packaging...for email.

And case increase your response rate by 15x (1% to 15%)

The 4 step framework...

1. Stalk...then talk

Before sending: you have to *stalk* your target!

- Can take as little as just a few minutes. A social media scan is sufficient.
- Follow on Twitter, LinkedIn
- Comment. Interact. GIVE VALUE (tim ferriss story)

The goal of this is two fold

1. You want to know who you're dealing with. The more info you can use about **them** when you talk, the better. More about this later.
2. You want to try to not appear as a stranger

Tip: use the same profile picture across all social platforms.

Tools: Social, Rapportive, SuperHuman, Clearbit

Email Phineas

Phineas Barnes

Sneakerhead.
VC.

Email

phin@firstround.com

Employment

Partner at First Round

Location

San Francisco, CA, USA

Site

sneakerheadVC.com

Social

Find any email in under five seconds

Clearbit Connect makes it easy to get in touch with anyone—right from your inbox.

INSTALL FOR GMAIL



“Connect is so much easier than Rapportive” TechCrunch



Ben Askren ✓

@Benaskren



I'll give it a listen!

Mon 10:04 AM

Fuck ya!

I'm from Missouri. I think you and your brothers were my brothers buddies. Happy for you.

I own a business news media company. 1m users a day and bootstrapped to tens of mil in rev. If you ever wanna rig on media let's do it

Mon 10:08 AM ✓



That's awesome! You gonna turn me into a business news media guy :)

Mon 10:19 AM



Suhail 

@Suhail



hey - i just signed up for mighty

Mar 7, 2020, 4:36 PM ✓



Mar 7, 2020, 4:37 PM

Shooters shoot. ALWAYS knocking on doors.

How I would grow Inside.com



Sam Parr <sam@hustlecon.com>

to Jason

Sun, Feb 14, 2016, 6:45 PM



Jason,

So funny enough, I run a site called [The Hustle](#), an email first media company. We also have an annual conference called [Hustle Con](#).

We launched The Hustle about 6 months ago, and so far growth has been great. We're adding about 30,000 emails a month, with a goal of hitting 1,000,000 by year 2.

For us, **growth has been because of two things**: our ambassador program and traffic converting. Open rates are in the 35%, so it's good growth and not just growth for numbers sake. We don't spend any money on ads, so it's those two things.

I'm happy to explain how we've grown so far. You can read our two company updates, which kind of explain:

<http://thehustle.co/the-hustle-traffic>

<http://thehustle.co/the-first-2-months-of-the-hustle>

We've also been able to get profitable from the list, which rocks, but our growth is my fav part.

Additionally, we're about to raise ~\$1m from a few people I think you know, so hopefully we'll be growing even faster soon!

If you want feedback on how to grow your list fast, give me a call or text at 314-808-8088.

-sam



Jason Calacanis <jmc@inside.com>

to Ray, Lon, Ashley, Brice, me

Sun, Feb 14, 2016, 7:20 PM



awesome

i like the ambassador thing... we should do that for our events (give a free \$500 ticket if you get 25 people to signup, etc).

would be great to have you come by the incubator and talk about growth and how you're doing it! brice can arrange!

lon: read up on what they're doing -- it's rad

best j

2. Getting the email (easy!)

Many ways to get this done. It's easy.

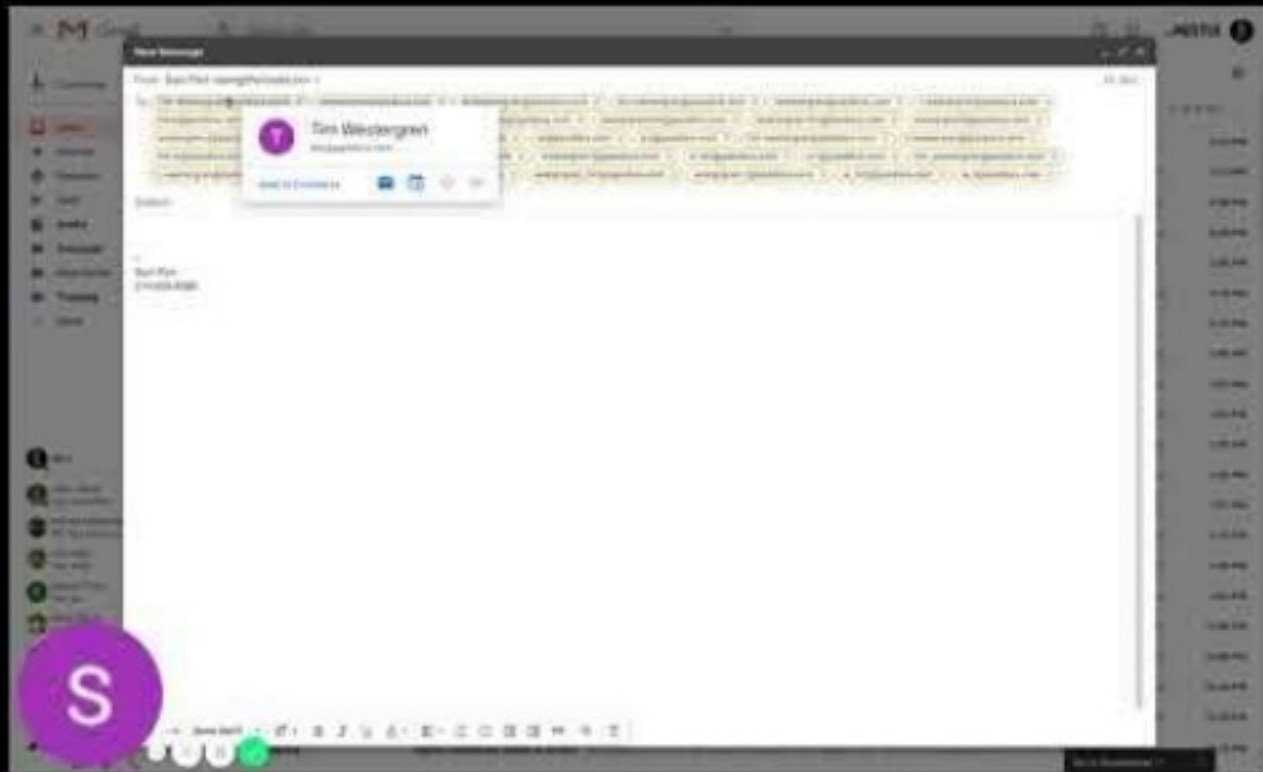
Easiest method: Email permutation and Gmail.

More:

1. Search emails by company: [Email Hunter](#)
2. [Linkedin plugin](#)
3. Buy emails: [Limeleads](#)
4. Tools to automate: <https://www.voilanorbert.com/>

Additionally, there are a bunch of other methodologies:

1. **Whois:** The best way to find the email of the owner of a domain name
2. **Linkedin:** You can download your contact's names and emails ([here's how](#))
3. **Using DuckDuckGo:** Won't work with Google. Run an exact match search for "@domainname.com" on DuckDuckGo. It will reveal email addresses related to this domain (if they are publicly available). You can add the name of your prospect to the search.



"@ahrefs.com" si quan

Web Images Videos News

All Regions ▾

Safe Search: Moderate ▾

Si Quan Ong (SQ Ong) - Customer

<https://www.linkedin.com/in/si-quan-ong>

Remember 2 things:

People are busy and no one cares about you.

They only care about themselves. You **HAVE** to provide value.

How busy are people?

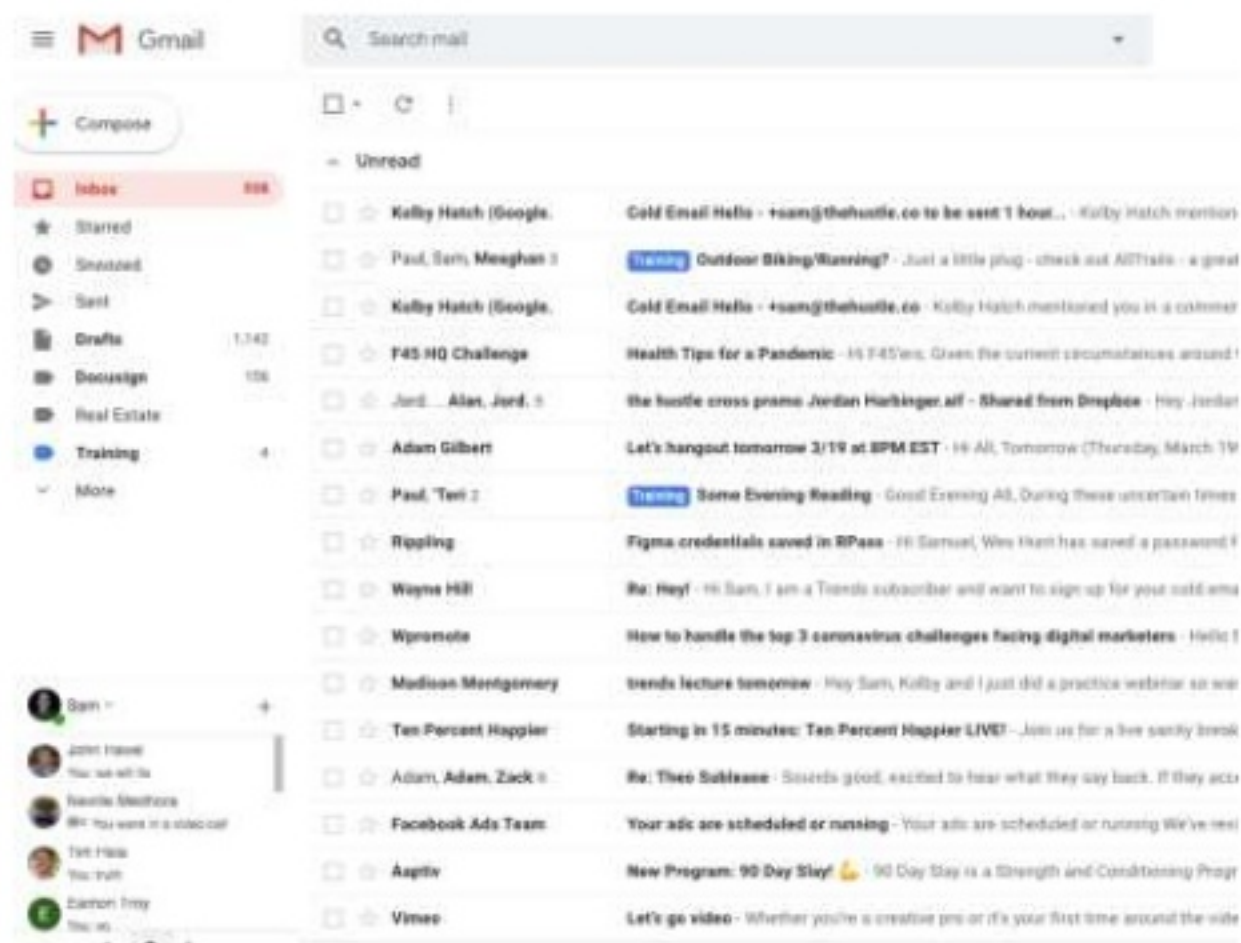


Right now I have:

- 908 unread emails
- 196 unread texts
- 500 Facebook, Twitter, and Instagram notifications
- +2000 unread LinkedIn notifications

This means each step is essential.

People will ignore strangers. You have to package your message. You have to follow up.



3. Crafting your message...the formula

AIDA!

Attention: You are trying to get someone's attention with something they will think is interesting or curious. They might not be paying much attention, so this should be something very relevant to them.

Interest: Keep their interest with interesting facts, or interesting quotes, or interesting use cases.

Desire: Make them desire the product/service themselves. Show them how life (or a task) will be better with your product.

Action: Make them take a single specific action from this point. Tell them what to do next! This is often where you'll get a signup or make a sale.

Attention: Grab their attention

I used to be
obnoxious.

It worked.

But don't do it
anymore as much.
Prefer more subtle
attention



Attention

my dog says hey

On Thu, Dec 11, 2014 at 4:55 PM, Sam Parr <sam@samparr.com> wrote:

- "Interested?"
- "Want to come?"
- "I love pumpkin...about your last tweet"
- "Pandora changed my life"
- Do you have a 401K savings account?"
- "I noticed you seem a little unhappy in life."
- "Hey, do you workout?"

Tips:

- The subject needs to be catchy
- No subject also works.
- Lots of people have success with "re:" I hate it. But works.
- I use to use gifs. But no more...too cute.



How you can you not read an email that includes a gif like that?

I'm been a ginormous fan of Pandora for years and years, and have followed you since Charlie Rose but I'll make this email quick.

Are you free Friday. April 24th?

Recipients

"I hate saleforce!!" -- I have the answer to your tweet.

Hey NAME,

I also hate their upload feature. I know. But give me two seconds, I promise -- this will be worth it.

Attention

A diagram illustrating the concept of 'Attention'. Two black arrows originate from the word 'Attention' on the right. One arrow points left towards the first line of text, and the other points down and left towards the second line of text.

Interest: Keep their interest with interesting facts, quotes, or interesting use cases.

- You can use these LED candle lights for accent lighting, to light up Halloween pumpkins, add some soft lighting to a room, or even as a nightlight.”
- “You’re 85% more likely to workout if you schedule time the night before.”
- “Our insurance company has been around for 185 years, making us the most dependable insurance company in the United States.”

Close to 500 people will be there and they’d love to hear your story, but here’s how you’ll benefit:

1. **Hiring** - Our attendees are crazy driven and thirsty for knowledge...that’s why they come. We’ll be happy to list your open roles on our site and send to our large email list.
2. **Publicity** - Our blog has a loyal following. A blog post will be written about you and seen by hundreds of thousands of users. Plus, tech reporters will be at the event. Here is some publicity from last year’s event: [Entrepreneur Magazine](#), [Fast Company](#), [Buffer](#).
3. **Fun as hell** - Before the conference we host a dinner for past and current speakers. [Here is a list of who will be invited](#)...the dinner is a great way to meet other founders.

"I hate salesforce!!" -- I have the answer to your tweet.



Recipients

"I hate salesforce!!" -- I have the answer to your tweet.

Hey NAME,

I also hate their upload feature. I know. But give me two seconds, I promise -- this will be worth it.

I built this cool feature that let's people upload their contacts in Salesforce in **only 5 seconds**. I know it sounds too good to be true, but I've been tinkering with it for months now and it works really, really well.



Interest

I know you work at SoftWare Inc and you must have 1,000 contacts to upload. This will get it done with 5 clicks.

So far people at Company A, B, and C are using it. And I'm iterating super quickly on it...we're updating it 3 times a week.

Desire: Make them desire the product/service themselves. Show them how life (or a task) will be better with your product.

1. "You can do it by hand, or sew dresses 35X faster with this handheld sewing device."
2. "Jason got a 35% bump in Shopify sales by installing this app. You can get similar results right away."
3. "Once I started using Calendly, I never had scheduling mixup for a call ever again."

"I hate salesforce!!" -- I have the answer to your tweet.



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Interest



Desire



Action: Make them take a single specific action from this point. Tell them what to do next! This is often where you'll get a signup or make a sale.

I think you'll benefit from speaking in a few ways:

- **Hiring** - we'll have 500 attendees and 1000's watching online so it'll be a great recruiting event for iCracked. We'll share you. The recruiting aspect was a huge ROI for previous speakers.
- **Badass speakers** - we've got some great speakers this year...the founder of Pandora, TeeSpring, Coffee Meets Bagel, GetU meet the other speakers.
- **Press and coverage** - To promote the event we're creating infographics on each speaker and company. In the past, our team (example: [SF Stereotypes](#) and [LA Stereotypes](#)) so it'll be great exposure for iCrack. After the event, we'll craft content around [Mag](#)). There will also be some great press at the event, like Venture Beat, Inc, Fast Company, and Entrepreneur Mag.

So what do you think...can we count you in?

- Sam from Hustle Con

PS - we don't have to worry about topics for another few months, I just want to confirm that you can speak.



Action

I hate salesforce!! -- I have the answer to your tweet.

Recipients

"I hate salesforce!!" -- I have the answer to your tweet.

Hey NAME,

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I know you work at SoftWare Inc and you must have 1,000 contacts to upload. This will get it done with 5 clicks.

So far people at Company A, B, and C are using it. And I'm iterating super quickly on it...we're updating it 3 times a week.

What can I do to get you to try it?

It cost \$100/month. But since you're early, I'll let you try it for free for a few weeks. Then if you like it, you pay.

Thoughts? Say the word and I'll send you a link.

- sam

PS: Saw you went to Brown. My cousin, Jack Smith did too. He graduated around the time you too. Maybe you know him?



Attention

Interest

Desire

Action

PS

Tips

1. **The Rule of Reciprocity** - by showing you researched them and did work, they'll feel indebted. They're more likely to buy...or at least reply.
2. **The PS is often the most eye catching.** Put in a person touch (rule of reciprocity) or an easy out.
3. **Sentences below 25 words**
4. **Paragraphs 1-4 sentences**
5. **Use bullet points**
6. **Write like you speak**
7. **Make sure you have an image in your profile**

What's happenin' AJ?

My name's Sam Parr and I'm good buddies with Chip. We haven't met yet but Chip has told me some crazy stories so it almost feels like we have. The Thailand wedding sounded ridiculous.

Anyway, I'm hosting a conference ([Hustle Con](#)) on Friday, April 24th in San Francisco and I want to invite you to speak.

I think you'll benefit from speaking in a few ways:

- **Hiring** - we'll have 500 attendees and 1000's watching online so it'll be a great recruiting event for iCracked. We'll share your openings on our site and promote them to our list as well as at the conference. The recruiting aspect was a huge ROI for previous speakers.
- **Badass speakers** - we've got some great speakers this year...the founder of Pandora, TeeSpring, Coffee Meets Bagel, GetAround, IndieGoGo, and about 10 other founders...so it'd be a blast for you to meet the other speakers.
- **Press and coverage** - To promote the event we're creating infographics on each speaker and company. In the past, our team's content has received 100,000's of views per week and great media coverage (example: [SF Stereotypes](#) and [LA Stereotypes](#)) so it'll be great exposure for iCrack. After the event, we'll craft content around your talk and spread it like crazy (example: [Jack from Vungle](#) and [Entrepreneur Mag](#)). There will also be some great press at the event, like Venture Beat, Inc, Fast Company, and Entrepreneur Mag.




So what do you think...can we count you in?

- Sam from Hustle Con

PS - we don't have to worry about topics for another few months, I just want to confirm that you can speak.

I implemented a Trends report...

(no subject)

 **Sam Parr** <sam@thehustle.co> Sun, Mar 17, 2019, 10:07 AM  

to Jared ▾

Hey Jared,

Had a quick question.

I run this company called The Hustle a business news site with ~1.5m daily readers. I also invest in a few companies/projects.




One of those projects in a blog about interesting jobs that young people should take.

So, here's my question: if I were to send Randal Rielly or Smart Rhino about ~100 qualified trucking recruit leads, would you be interested in buying them if they met your quality threshold? If yes, about what do you pay for those

Thanks!

sam

—
Sam Parr
314-809-8088

 **Jared Beauchamp** <JaredBeauchamp@randallreilly.com> Mon, Mar 18, 2019, 10:58 AM  


to Sam ▾

Hey Sam!

We buy leads like that all the time.

Typically, it looks like this...

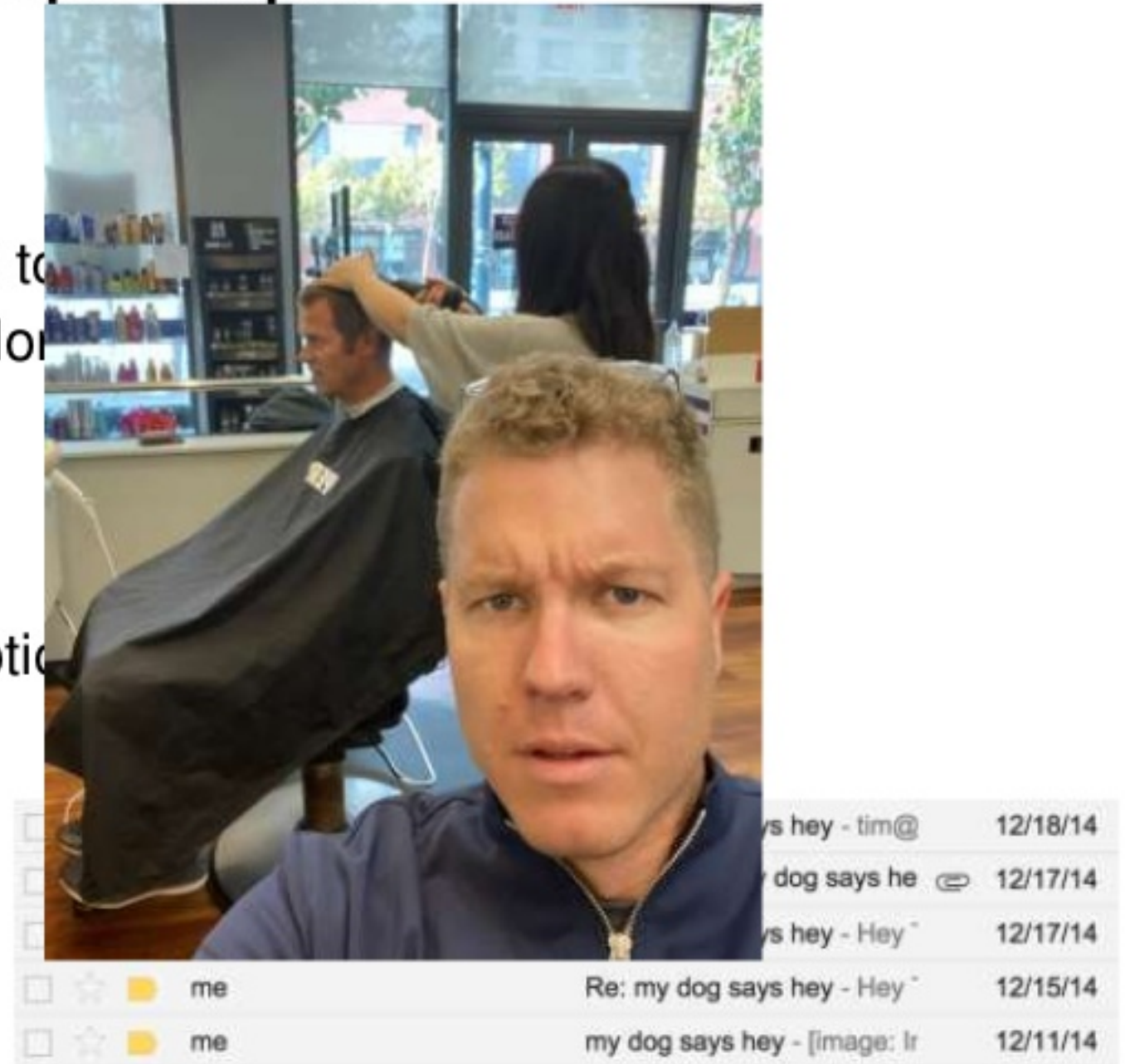
1. We prefer to buy lead of folks who already have a CDI

[Go to Superhuman ↗](#) 

4. Follow up - the MOST important part

Often, people just forget

- I often don't reply until 4 emails
- It's taken me 20-30 emails to get in touch
- Stay in touch, even after...play the long game
- Show progress and get buy in
- Small check-ins WORK
- Interact on social media
- Make them smile, feel positive emotions
- As long as you're not rude, it's ok.
- Risk being annoying
- My wedding (4 out of 6)



Show progress and buy in



Sam Parr <sam@hustlecon.com>

to Kevin, Allison

Wed, May 25, 2016, 4:14 PM



Hey Kevin,

I just wanted to say thanks. I emailed you a funny email about 1.5 years ago, asking you to speak at a 300 person conference of mine called Hustle Con.

Well, since then we've grown a bit (to about 2,000 attendees) and launched our publication, which is business news at millennials.

I wanted to say thanks because some of your early interviews inspired me to start this company. The DoubleClick, Mongo, and Business Insider the other successes you had was inspiring.

Our publication is about 10 months in and growing well. I plan on eating Business Insider's lunch soon, in the same way you destroyed Wall Street Journal, but nonetheless I just wanted to say thanks for kicking ass and inspiring me.

sam

Here's a pic from our last event



Kevin Ryan <kevin@alleycorp.com>

to me

Thu, May 26, 2016, 5:56 AM



that is impressive! - glad it is going so well. hard to get that many people to show up to anything.

I am launching a new media company in a few weeks - there are lots of opportunities out there.

Kevin

<http://www.capitalnewyork.com/article/media/2016/05/26/00097/denverite-launches-first-would-be-nationwide-digital-only-local-news-c>

thanks



Sam Parr <sam@thehustle.co>

to Kevin +

Tue, Jan 23, 2018, 11:17 AM



Hey Kevin,

Just wanted to say thanks for the long call a few months back.

During the call, you said

Now, I'm in the midst of deciding what to do

Anyway, just wanted to say thanks for planting the seed. I created The Hustle because I was inspired by what you did with Business Insider and admire the life you built for yourself...so thank you.

Also, I'll be in Nyc this Sunday to Tuesday as I'm meeting with a few companies. If you want to get together, let me know. Either way, talk soon and thanks again!

sam

--

Sam Parr

314-809-8088



Kevin Ryan <kevin@alleycorp.com>

to Alison, Sam +

Tue, Jan 23, 2018, 11:27 AM



sam - i can definitely get together on monday if you are around - happy to talk about the sale options

--

KEVIN P. RYAN

Chairman and Founder - AlleyCorp, MongoDB (Nasdaq: MDB), Zola, Workframe and Nomad Health

MongoDB: 229 West 43rd Street, 5th floor

New York, NY 10036

(212) 741.8242

kevin@alleycorp.com



Sam Parr <sam@thehustle.co>

to Kevin, Alison +

Tue, Jan 23, 2018, 11:31 AM



Amazing. Yes, I'll be around. What time works?

Show Twitter and
email

Sam Parr <sam@hustlecon.com>

Wed, Dec 17, 2014

If done well, a "no" can still be helpful. Turn shit into gold at all times.

Yo Brian,

Can't blame me for swinging for the fences as asking you to join us at Hustle Con...can you?

The founders of GetAround, Teespring, Coffee Meets Bagel, Polyvore, NerdWallet, and Eloqua just confirmed to speak.

I'll love to fly you up to join as well.

If you can't make it, no hard feelings, I still love Honest Co. and Legal Zoom (we used it to start our business)...but I wanted to ask one last time and see what I can do to make this a win for you.

What do you think?

Sam

Brian Lee <blee@legalzoom.com>

Wed, Dec 17, 2014

to me ↵

Sam,

Thanks for the very kind emails and invitation. However at this time my schedule is such that I cannot commit to your conference. Thank you again for reaching out. Best of luck!

Best,

Brian Lee

Sent from my Verizon Wireless 4G LTE smartphone

hey hey



Sam Parr <sam@thehustle.co>

Tue, Aug 23, 2016, 2:01 PM



to john ▾

Hey John,

Sorry this is out of the blue, we don't know one another, but I've followed your story with NewCo for a bit and wanted to holler.

I've heard of NewCo for a while now, but had no idea that you were the guy behind it until I saw you on Bloomberg talking about Circa (RIP!).

Anyway, I run this company called [The Hustle](#), which is a business news daily email that's like The Wall Street Journal meets The Daily Show. We launched this past year and so far things are going great (100k daily users, profitable).

I wanted to holler because I love the brand you've helped create at NewCo, but also, because of your experience with conferences.

Are you in San Francisco this week? If so, I'd love to say hey.



Sam Parr <sam@thehustle.co>

Mon, Oct 17, 2016, 10:42 PM



to narendra ↵

Narendra,

This is out of the blue, and we don't know one another, but had a quick question: are you doing angel investing?

I was just reading an article about how you bought back Webshots, then went down the rabbit hole of reading some of your old TC posts and, well, here I am now emailing you.

So I run a newish media business called [The Hustle](#) that's a mix of The Daily Show and WSJ and is profitable and with 3m+ monthly readers.

And although we have most our seed round filled, I'm trying to get as many ballers as possible on the team.

Wanna talk?

Sam

Here's my [LinkedIn](#) so you know I'm not a troll

Also, here's who we have on board already:

- Matthew Brimer, founder of [General Assembly](#)
- theChive, Austin based media company
- Dave Nemetz, founder of Bleacher Report
- [Ramit Sethi](#) - founder of [willteachyoutoberich.com](#)
- Tim Chen and Jacob Gibson, founders of [NerdWallet](#)
- Elizabeth Yin, Partner at 500Startups
- [David Hauser](#), founder of Grasshopper (bootstrapped and sold for ~\$300m)
- [Stewart Aslop](#), founder of [Aslop Louie Ventures](#)
- [John Battelle](#) - founder of Wired, The Standard, and Federation Media
- [Joe Speiser](#), founder of [LittleThings](#)
- Tucker Max, the popular author
- Social Starts, a media focused VC
- Transmedia Capital, another media VC

(no subject)



Sam Parr <sam@thehustle.co>

to alex ▾

Hey Alex,

We met at The Information's event a while back. Not sure if you remember or not, but I own this thing called The Hustle, a daily email with 1m subs.

We have a conference coming up in oakland. Will be a big audience. About 1500 people. We have 1 keynote slot open.

Wanna speak?

<http://hustlecon.com>

sam

—

Sam Parr

314-809-8088



Alex Mather <alex@theathletic.com>

to Sam ▾

Hey Sam, let me check with my head of comms.



Sam Parr <sam@thehustle.co>

to Alex ▾

Awesome!

—

Sam Parr

314-809-8088

(no subject)



Sam Parr <sam@thehustle.co>

Sun, Mar 17, 2019, 10:07 AM



to Jared ▾

Hey Jared,

Had a quick question.

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One of those projects in a blog about interesting jobs that young people should take.

So, here's my question: if I were to send Randal Rielly or Smart Rhino about ~100 qualified trucking recruit leads, would you be interested in buying them if they met your quality threshold? If yes, about what do you pay for those

Thanks!

sam

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Jared Beauchamp <JaredBeauchamp@randallreilly.com>

Mon, Mar 18, 2019, 10:58 AM



to Sam ▾

Hey Sam!

We buy leads like that all the time.

Typically, it looks like this...

1. We prefer to buy lead of folks who already have a CDI

Go to Superhuman ↗



Trends

ATTENTION SUBSCRIBERS

1. We'll be doing multiple lectures like this each month
2. This deck, video, and notes will be live next week on Trends.co
3. I'll be in our group to talk about this
4. Next lecture...incredibly fascinating. I'm super excited
5. Read Trends, the opportunities ARE there
6. ACT NOW. Send an email today