



# ColdIQ Messaging Frameworks

These frameworks were collected by the team at [ColdIQ](https://coldiq.com/) [<https://coldiq.com/>].

Feel free to look at our offerings if you're looking for help with outbound sales.

## People to follow

- [LINK] **Michel Lieben** - AI & Sales Software recommendations
- [LINK] **Alex Vacca** - (AI) Sales SaaS Landscape & B2B Outbound Systems
- [LINK] **Josh Braun** - Talks about Cold Email Copywriting
- [LINK] **Will Allred** - Lavender Co-founder
- [LINK] **Patrick Trümpi**
- [LINK] **Monika Grycz** - Copywriting pro tips & sales software
- [LINK] **Dan Rosenthal** - All things about outbound systems
- [LINK] **Ivan Falco** - GTM funnels and LinkedIn ads.
- [LINK] **Fivos Aresti** - Sales tools & outbound tips

## Resources

### How to Write Less Boring Cold Emails

### How to Write Less Boring Cold Emails

Are your cold emails falling flat? Join us for an insightful webinar with Michel Lieben from ColdIQ as we explore how to write less boring cold emails that grab attention and drive

 <https://www.youtube.com/watch?v=XCj3hVchj9U>



## How to write cold emails that get responses (A 45.8% reply rate)

<https://www.youtube.com/watch?v=a3E7Mcvhbms>

## Personalization

### ✗ DON'Ts

- Generic AI compliments
- Sounds the same as what the prospect already has in place

### ✓ DO's

- Custom prompts
- Interests/Simple facts that prospects consistently care about

Examples:

- Personalizing based on the time the business was founded because prospects are immensely proud of how long they've been in business.

President

Owner

Executive Director

Owner/Operator

Director

President/Director

## Frameworks

### Resources:

- [\[LINK\]](#) Michel Lieben LinkedIn Post
- [\[LINK\]](#) Josh Braun - Before/After
- [\[LINK\]](#) Josh Braun - Let's Write a Good Cold Email
- [\[LINK\]](#) Josh Braun - Lowering Resistance

### Ask before Pitch - Pattern Interrupt (Will Allred)



### Template:

"Hey {{first\_name}}, [open-ended question as CTA]

You're [trigger/observation]. [Potential problem deriving from Observation]

[How product solves Problem]

PS- Relevant because\_\_\_\_\_"

### Example:

Hey Will, think this would help George & Anne?

You're hiring new sellers. Despite the same templates, some reps get results and others don't.

Lavender gives you a clearer picture on why things work. We've even see it identify clear personalization plays for the team to use.

Figured that be relevant w the new focus upmarket.

Let me know.



### Not too different persona (seen on @BowTiedSalesGuy)

- *I work with ICP (similar to target)*
- *They tell me they struggle with [...]*



## Example

# Cold Email Revision #3



## BEFORE

### Subject line: RE: Hi Sarah

Hi Sarah - I mostly work with marketing leaders responsible for driving demand & awareness to their brands.

Not too different from you, I imagine

They tell me they struggle with not engaging with the right audience and an unseen ROI from partners. Typically leading to pipeline inefficiencies. Or worse - missing targets.

Any of that resonate? If not - no worries.

## AFTER

### Subject line: RE: Hi Sarah

Hi Sarah - I've been working with marketing leaders who are responsible for driving demand & awareness to their brands.

Not too different from you, I imagine

They tell me they struggle with things like not engaging with the right audience and being unable to quantify ROI from partners. typically leading to pipeline headaches. Or worse, missing targets.

Any of that resonate? If not - no worries.



## Upfront Value (Jordan Crawford)



### Template:

"[here is "value offering] hope it was helpful"

### Example:

here's a list of every founder at every company that just implemented HubSpot... I hope it was helpful.



## Leverage content in outbound (Ethan Parker)



### Template:

"[here is "value offering] hope it was helpful"

Hi [first name], '[insert name of content][how it helps].

Can I send it over to you?

[first name]

PS - Thought this was relevant because \_\_\_\_

### Example:

Hey Jason - we've complied a cheat sheet on how folks like [social proof] are getting their AE's self-sourcing more than 30% of their own pipeline.

Can I send it over to you?

Ethan

PS - Thought this was relevant because I saw you recently decreased our SDR headcount and are hiring 3 more AEs right now.



## "The why are you paying?" (Leif Bisping)

Tips:

- Set the stage by describing a typical life situation
- Describe an obvious choice you would make given several options.
- Compare it to a "choice" a prospect is making relating to your solution



Example:

# Cold email breakdown p.1

## One-Pager

FIND THE VERSION I RE-WROTE IN THE COMMENTS

The One-Pager provides a detailed analysis of the cold email's structure and content. It highlights positive aspects (green checkmarks) and areas for improvement (red X marks). The analysis includes:

- Positive (Green Checkmarks):**
  - IT'S SUPER DUPER SHORT
  - PICTURE MAKES IT HUMAN
  - IT DOESN'T START WITH "HI {{FIRST-NAME}}"
  - NO FLUFF
  - HE'S NOT ASKING FOR A CALL, BUT FOCUSES ON THE CONVERSATION
  - VERY UNIQUE AND CATCHY
  - SENT FROM A PERSON
  - IT'S ONLY FOCUSING ON THE LEAD, NOT ABOUT HIM
- Areas for Improvement (Red X marks):**
  - WHAT'S THE CATCH?! IT SOUNDS FAKE AND MAKE THE PRODUCT LOOK CHEAP
  - THE CTA IS NOT VERY CLEAR
  - HOW CAN YOU BE BETTER THAN STRIPE?
  - IT'S A SENSITIVE TOPIC
  - NO PERSONALIZATION, IT LOOKS LIKE IT'S SENT TO 10,000+ PEOPLE
  - IT LACKS A LINKEDIN URL TO LET THE LEAD DO RESEARCH AND SEE SOCIAL PROOF

Below the analysis, there are color-coded categories:  
ABOUT YOUR LEADS (Green square)  
ABOUT YOURSELF (Orange square)  
INTRIGUING (Blue square)  
SOUNDS FAKE (Pink square)  
FLUFF (Yellow square)  
SALESY (Red square)

 Kévin Moënne-Locoz | Get 57+ Cheat Sheets on [TheCheatSheetGuy.com](http://TheCheatSheetGuy.com)

## ++ Do the Math (Thibaut Souyris)



### Template:

- **Trigger:** The reason for reaching out. Better if you have a number.
- **Quick pitch:** Short explanation of the qualified impact your solution provides
- **Calculation:** Back of napkin calculation
- **CTA:** Ask for interest

### Example:

- **Trigger:** Mary, noticed you have over 50 open positions on your job portal.
- **Quick pitch:** We help tech scale ups reduce their new employee churn from 30% to 10% or less.
- **Calculation:** With a typical cost of mishire around \$30,000 per employee, this would mean going from 15 mishires to 5, resulting in \$300,000 saved.
- **CTA:** Worth a chat?



## Short-trigger based outreach (Guillermo Blanco)



### Template:

- Relevant trigger (personalization)
- Validation + value prop
- CTA

### Example:

G, saw that Reach's latest blog post doesn't include a Meta tag which can affect its online visibility.

{{client}} improved theirs by creating meta tags using ChatGPT.

Can I share how?



## Challenge of similar companies (Patrick Trümpi)



### Template:

- Personalization (if available)
- Challenge of others in the industry
- Solution
- CTA
- PS with something funny or personalized

### Example:

Hey Patrick,

We are working with a lot of security officers at banks who faced losses of \$9K per hour due to ransomware and had phishing victims every 11 seconds.

We have a global team of experts available 24/7 to respond to and contain cyber incidents and can react in hours not days. When is the last time you tested your plan?

Cheers,

P. PS: I would attach a link but we both work in security 😅



### Neutral Insight (Chelsea Castle)



### Template:

- **Reference a third-party resource:** Bring a trusted publication to the discussion. Share the piece you want your reader to see, and show that you're being neutral
- **Explain why they should read it:** Reuse your context for reaching out and start a conversation with these questions.
- **Explain why you're sharing it:** Tie your "why" to your understanding of their situation and their business needs, wants, and goals.
- **Optional:** Make a soft ask and nod back to the original CTA

### Example:

George, do you read Outreach's blog?

Given you're likely ramping 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. (and using Lavander!)

Check it out

Will

P.S. Any thoughts on my last note?



## Leader Responsibilities (Vin Matano)



### Template:

  {{First Name}} as a {{role}} leader, curious how {{responsibility}}

  Either way, {{personalize}}!

  {{signature}}

### Example:

  Armand, as a Sales leader, curious how your reps prioritize which accounts to reach out to?

  If I can create a list for your team of Accounts researching competitors like Salesforce would it be worth a conversation?

  Either way, congrats on recently being named Top Sales Coach!



## Write a Good Cold Email (Josh Braun)



### Framework:

- Who are you targeting?
- What problem are you trying to solve?
- What they are currently doing?
- What's the problem with their current solution?
  - + other solutions
- Our solution

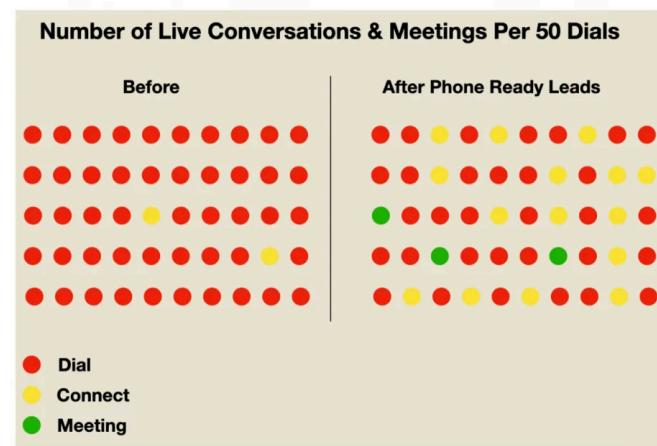
# Real Examples

## Josh Braun



## Before/After:

Hey John, Looks like your SDRs are cold calling Directors of Benefits. What are you doing to increase your connect rate? 1800+ SDRs are having 8-12 conversations & schedule 1 to 2 meetings for every 50 outbound dials. No new tech. We tune up your call script & identify which Benefits Directors are most likely to pick up the phone. Want to run a free test?



## Do Your Cold Emails Make People Feel Good? :

Calling out negatives diffuses negatives.

Poke the Bear Tweet-size illumination question.

A result someone like me has that I want. Social proof.

Give an out. "No I'm not too busy to reply."

Feels human, not robotic.

Hey Josh - Sorry to barge in.

Have you considered repurposing your videos for TikTok so you can expand your reach beyond LinkedIn?

Alex Hormozi used our service to grow from 0-45,000 followers in a three months without lifting a finger.

No worries if you're too busy to reply. I know life as a solopreneur & triathlete can get pretty hectic :)

- James

p.s. Love your Snakes Struggling with Sales book. The illustrations made me smile.



## "Manual Email Style" (Josh Braun - Henry's cold Email)

*Hey, Josh – Subscribed to your email list a few weeks ago. I've been doing digital marketing for eight years – have a few unconventional ideas that might goose sales of your Badass Guide without offering discounts.*

*I don't get paid unless you make more.*

*Worth batting around a few ideas? Henry.*

*P.S. Not sure it's a fit for you, but several course creators I'm working with are seeing a 10-12% MoM boost in sales."*

### Why this worked:

- "Subscribed" – Personalization
- "Don't get paid unless you make more"- Lowers ZOR
- "Not sure it's a fit" – Also lowers ZOR .Sound curious not pushy.
- "10-20% increase" – Impact and social proof.
- "a few unconventional ideas" – piques curiosity.
- "I don't get paid unless you make more": we're in this together, it's not a hit-and-run
- "10-12% MoM boost in sales": plausible and exciting proof that what Henry offers work
- Casual writing: Casual writing feels more relatable.



## Write Cold Email With an Eraser

# Write cold emails with an eraser.

Hi Josh,

These days, your first page of google is essentially your business card. A simple google search can affect how your business is viewed in the public eye. Information spreads quickly, and the front page of your search results might be full of links and stories that damage your reputation.



Many potential clients do their research before making a decision and a single negative review can determine whether or not that client walks through your doors.

Erase.com combines content removal, reputation monitoring and SEO into an effective online reputation management solution.

Let me know if you would like to learn more!

Best regards,

Hey Josh,

Noticed a negative review for Marios on page 1 which typically drives 22% of prospects away.



Restaurants in Boca are using a lesser known approach to permanently remove negative online content. No up front costs. Only pay for results.

Worth exploring?



## What a Porche Ad can Teach you about CopyWriting

**Honestly now,  
did you spend  
your youth dreaming  
about someday  
owning a Nissan or  
a Mitsubishi?**



There is still only one car that looks, feels, and performs like a Porsche 911: a Porsche 911. It is the one sportscar that manages to be both timeless and ahead of its time. And we're now making it very affordable for you to drive one. After all, we know how many decades you've waited.

**PORSCHE®**

### Rules:

1. Follow the structure.
2. Be crispy or specific.

3. Stay away from generic words like "optimize," "streamline," "save time," "save money," etc. Everyone uses generic words, so they don't stand out.
4. Focus on what sucks about how people are currently getting the job done, not your value prop. Solutions have no value without a problem people can relate to.

#### **Example for CaptivateIQ:**

*"James, honestly now did you spend your youth dreaming about someday hard-pasting entire Excel pages into Google Sheets and then manually making adjustments, one sheet at a time to determine payouts?"*

## **Tips**

### **? Ask yourself (Eric Nowowloski)**

1. How can I make this email worth this person's time?
2. How can I say it like a human would say it?
3. What Can you say in a Cold Email that your competitors Can't say?

### **"Be Cheeky" (Josh Braun)**

People don't lose their sense of humour when they go to work.

When you make a prospect smile, their brain subconsciously says, "Hey, that made me feel good; I'm going to respond."

>>Personality matters.

>>Show some style.

>>Be you.

### **Funny sign-off line:**

- "Awaiting your fair but stern reply."
- "Awaiting your profanity-filled response."

### **Example:**

#### **Email 4 - Address concerns + humor**

*John – Yes, we can take in multiple data inputs & account for specific rules and logic. You can thank me later for being able to read your mind. 😊*

### **Don't say this. Say this instead (Josh Braun)**

#### **Don't Say This:**

- ✗ Lose 50 pounds in 2 weeks.
- ✗ Build a 1,000,000 portfolio in 60 days.
- ✗ Increase sign-ups by 10X.

#### **Say This:**

- ✓ Are you open to a different perspective for losing weight without dieting?
- ✓ How are you protecting your portfolio against market downturns?
- ✓ Have you considered using 'influencers' on TikTok to reach young & new customers?

#### **Don't do this:**

- ✗ "We reduce shipping costs."

#### **Do this:**

- ✓ "Hi John – We're seeing that many e-commerce companies in the pet space doing at least 5k/ per month in revenue are overpaying for shipping by 10-15%. One of the reasons is the weight and dimensions of boxes for pet products. Worth

*exploring for Animal Pharm? Either way, I bought Cucumber Melon shampoo for my dog and love the smell!"*

## 💡 Be Specific (Josh Braun)

- The more specific or crispy you are, the more credible you are

## 🚬 Use Loss Aversion to motivate them to Respond



## 💎 Offer

- Don't make the offer too good to be true (Even if it is)

## ❤️ Subject Line

- Add a space or two before the subject to create a pattern interrupt

# Wrapping this up...

This is all for now. I hope you learn a thing or two by reading this guide.

If you want to connect, don't hesitate to send us an invite on LinkedIn:

- [LINK] **Michel Lieben** (Founder & CEO at ColdIQ)
- [LINK] **Alex Vacca** (Co-Founder & COO at ColdIQ)

And if you're interested in learning more about how we would run your sales prospecting campaigns, feel free to [book a meeting](#).