

# 2.

## THEORY

I appreciate theory might not be the most thrilling topic.

But understanding what captures attention is the foundation of every successful pitch.

And once you see the theory in action, you'll start noticing why certain things pull you in across all experiences in life. That awareness alone is invaluable.

Personally, I reverse-engineered this process. After carrying out 100s of campaigns, only recently have I started to decode the psychology behind what makes people lean in.

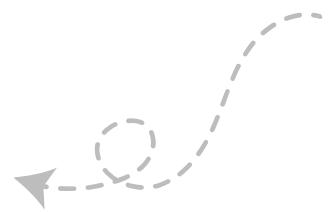
Had I known this stuff when I first started in outbound sales, I would've saved myself a lot of trial and error.

Before we dive in, **two quick notes:**

- 1 Whilst I provide some high-level practical tips, you'll see these principles really come to life in the Templates chapter. That's where the magic happens.
- 2 Don't overwhelm yourself and try to cram all these principles into one message. Pick your weapons wisely.

Let's get into it.

# 13 RULES OF ENGAGEMENT



## 1 Relevance: "this is about ME"

Your prospect should instantly think "this message was crafted specifically for me".

This means weaving in specific details about their circumstances i.e role, time in role, industry, company, colleagues, product, pain points, goals, tech stack, recent wins etc.

**Pro Tip:** Front-load personalisations into your opening statement to immediately establish relevance and maximise open rates. This is the process of optimising the preview text.

## 2 Curiosity: the power of mystery

Humans are hardwired to hate information gaps. It's why TV series episodes often end on a cliff-hanger; it creates uncertainty which needs to be resolved and that compels us to watch the next episode (this is also called the Zeigarnik effect for all the academics out there).

The key is finding the sweet spot: dropping enough breadcrumbs to create intrigue while clearly positioning your solution to filter out the tire kickers.

## 3 Social Proof: show you're legit

You're reaching out to someone cold. They're automatically skeptical of your message. So we need to build credibility.

**Right way:** reference case studies with either competitors, companies in adjacent spaces, or at minimum, a recognisable company.

**Wrong way:** reference case studies with irrelevant or unknown companies.

If you have no relevant case studies then show empathy by acknowledging the lack of relevance whilst still incorporating some overlap: "We recently worked with Ramble. They're not exactly laundry but still a vibrant startup just like Oxwash".

If you have no case studies, you can convey social proof through awards or certifications. However you want to subtly weave this stuff in (i.e. as a P.S statement) given it's more self-centered and your message should be largely focused on the buyer.

## 4 Authority bias: flex your expertise

**Best sales advice I ever got:** If you can articulate your prospects' pain better than they can, they'll automatically assume you have the solution for them. Get specific around your buyers' challenges & your industry insights.

Important to note this does not conflict with rule no.13 (autonomy bias). We should demonstrate our expertise while still empowering the buyer through our tone.

## 5 FOMO/Loss aversion: the fear factor

This is one of the oldest tricks in sales. We all know the classic "offer expires at the end of month". Humans value potential losses more than equivalent gains, making it an extremely powerful psychological trigger.

But in cold outreach, subtlety is key. We want to create urgency without seeming too desperate, disingenuous or spammy. How? Hint at opportunities others (ideally competitors) are already seizing.

## 6 Reciprocity: give first

You scratch my back, I scratch yours.

People will feel compelled to respond if we've created the perception that we've put a lot of effort into our outreach, either by personalising our message and demonstrating we've done our homework, or offering to share something valuable in our CTA like a free, valuable resource aka a lead magnet.

## 7 Clarity: crystal clear comms

One of my sales mentors told me something that I'll never forget: Confuse, you lose.

I definitely learnt this the hard way. Early in my sales career I naturally assumed if I fill my pitch with fancy words, I'll literally WOW the buyer over the line. So far from the truth. Feature-talk & technical jargon all spells disengagement. Keep your message simple and scannable.

## 8 Urgency: time factor

Tie urgency to real business impact/market movements.

The key is to leverage time-sensitive triggers (check Personalisations section) like active job roles, fundraising rounds, company milestones etc to make robust assumptions about their priorities/compelling events and then build a narrative around that to create real urgency.

## 9 Ego: make them the hero

I'll never forget the core message from Dale Carnegie's "how to win friends and influence people": Make people feel important.

It is a fundamental, biological truth. Everyone wants to look good, seem smart and be ahead of the curve. **There's two ways you can do this in your messaging:**

- A) Subtle flattery to drive positive sentiment. Ensure your compliment is relevant to your pitch. Overdoing it feels disingenuous and can actually diminish your status. Keep the tone neutral and natural-sounding.
- B) Creative storytelling. Instead of just flattery, lean into humour and narrative. Paint a picture where the buyer is the undisputed leader in their space, elevating them in a way that's creative, playful and memorable (check out the Storytelling template).

## **10 Pattern Interrupt: be different**

As stressed in the intro, this is a major theme in this book.

The human brain is hardwired to ignore what's predictable and familiar. Your buyers see 1000s of messages every week. Whether it's the tone, the format or the offer, just be different.

## **11 Simplicity Bias: easy does it**

Whilst rule no.7 is about being clear, this is really about keeping it simple. Specifically in the CTA. The easier something seems, the more likely people are to engage. Your ask, therefore, should be effortless. Check out the CTA section.

## **12 Narrative Transportation Bias: story time**

When information comes wrapped in a story, people's barriers drop. They become much more receptive to the message. And it makes sense. The best salespeople are storytellers. Stories are emotive & engaging.

Yet in outreach, we strip all life from our pitch. We follow tired formulas that have zero emotional impact. A well-crafted narrative running throughout your sequence will not only stand out but also build immediate connection - check the Storytelling template again, it's my favourite.

## **13 Autonomy Bias: let them choose**

Humans love having control over their destiny. We all have that innate need to feel like we are agents of our own lives. The moment someone feels forced into something, especially when from someone they don't know, resistance kicks in. So we need to be mindful of that.

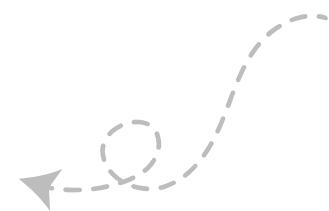
You'll see this principle in action throughout the Templates chapter, especially in the **ABC CTA template** where we turn choice into a powerful engagement tactic.

**Pro Tip:** This is also conveyed through using disarming, human phrases like "I suspect you've got everything under control". These are called humbling disclaimers.

These principles are based on millions of real outreach messages we've tested.

Use them as a checklist when crafting your campaigns. But don't force them all into every message. Pick the 2-3 that make most sense for your specific situation and lean in hard.

## 4 ELEMENTS OF THE BUYER'S BRAIN



So, we've covered the foundational principles of why people lean in.

But to deepen our understanding, it's useful to know what is actually going on in the mind of the B2B buyer specifically, and the context regarding how they process and respond to cold outreach.

**Caveat:** Some of this was covered in the last section, but it's worth doubling up to hammer things home!

### 1 Skepticism = default mode

Your buyer starts at no. Not maybe. Not later. A flat, firm no.

Their brain is literally hardwired to protect their time, budget & reputation, and every outreach message is a potential time sink, budget risk & dare I say it, career threat. You need to disarm these barriers fast.

## 2 Attention Economics

Your buyer gets hundreds of messages every week. And hundreds of ads. And hundreds of other channels & priorities jostling for their attention.

Their brain has therefore developed sophisticated filtering mechanisms for obvious sales messages, excessively long messages & generic, overutilized strategies. You have just a few seconds to break these patterns.

## 3 The Trust Paradox

Modern buyers want to be sold to but hate being sold to.

They want industry trends, competitor insights and any solution that'll make them look good to their boss. But the moment they smell a sales pitch, walls generally go up. Whilst we want to be clear with our offer, it's crucial we keep our tone human and make it easy for people to engage with us.

## 4 Information Processing Patterns

When your buyer reads your message, their brain goes through this sequence, **often subconsciously**:

*Who is this person and can I trust them?*

*Is this relevant to me right now?*

*What exactly are they asking for, how much effort will this take and what's the risk if I engage?*

Address all these concerns appropriately: Elegant, accurate & specific personalisations addresses the first two; And a simple, low-friction, low-risk offer & CTA addresses the latter.

# 3 TACTICAL CONCEPTS



We've covered the rules of engagement. We've covered the buyer's brain.

Now let's look at the tactical stuff.

Less about them, more about you. Less about psychology, more about the strategy and execution.

## 1 Message Market Fit (MMF)

This is the process of identifying the message that best resonates with your specific market/audience.

When starting out, you should test a multitude of templates and gradually hone in on the golden goose. However, even when we achieve MMF, we should never stop testing different angles and periodically tweak the most effective message.

We do this to:

- 1) Avoid getting marked as spam. The spam filter hates repetition.**
- 2) Mitigate copy fatigue. Buyers are drowning in outreach and once a message becomes overused, they'll become desensitized to it.**

## 2 Sequence Momentum

Gone are the days of "just checking" in or "bumping to the top of the inbox". It's a wasted touchpoint. It's wasted real estate.

Each message should build on the last, creating a compelling narrative that grows stronger over time. Every follow-up needs to inject new value, fresh angles/CTAs and different social proof because the compound effect is real: where multiple thoughtful messages create enough weight to drive action, even if individual message only land a moderate punch.

### 3 Forget The Rules

Sales gurus love to preach hard rules: Keep it under 50 words. One CTA only. Never use P.S. No long message. But the reality is, some of the highest-performing cold messages violate these principles outright.

They don't follow "best practices", they break them, strategically.

Here's some examples from my experience where we've effectively violated the traditional playbook:

- Double the case studies, double the credibility. One in the body for proof, another in the P.S. for an extra punch. Repetition reinforces impact.
- Longer messages, if justified, convert. Prospects read if you make it worth their time.
- WhatsApp-style messages also work in DMs (obviously). Forget formalities. Short, punchy, low-friction copy can drive replies better than polished corporate speak.
- CTA stacking can work. A light ask in the body ("Am I even barking up the right tree?"), a softer nudge in the P.S. ("If timing's off, I can send over a case study instead.") Some people ignore the first, but bite on the second.

Ditch the rigid rules and frameworks and **starting breaking patterns**.

# 3a.

## TEMPLATES

Time for the juicy stuff. The templates that actually get responses in 2025.

Quick heads up on the format. **Each template comes with:**

- Title
- Description
- Template
- Example
- Theory
- When to Use It
- Pro Tip
- Prompt

To keep things clear and consistent, **we'll use StackOptimise as our running for each template.** To remind you, StackOptimise helps companies generate leads through cold outreach campaigns via email, LinkedIn & Whatsapp.

Regardless, these templates are universal. We've tested them across 25+ industries, from retail to real estate to renewable energy.

They just need some tweaking for your specific audience.



## POKE THE BEAR

A single, powerful question that forces your prospect to confront a problem, ideally a hidden one.

### TEMPLATE:

{{FirstName}} - ever considered the impact of {{specific problem}} from {{current solution/situation}} causing {{negative outcome}}?

### EXAMPLE:

Penn - ever considered the impact of all the leads you might be missing from Smart lead failing to tag them?

## THEORY:

- **Triggers discomfort:** Forces the prospect to acknowledge a potential problem they're ignoring.
- **FOMO:** Makes them feel they could be losing money/time.
- **Curiosity gap:** Hints at a problem but doesn't reveal all the deets.
- **Pattern disruptor:** Most outreach focuses on benefits, while this one focuses strictly on pain.
- **Observation, not an accusation:** Neutral tone so the prospect doesn't feel attacked or defensive.

## WHEN TO USE IT:

- **Heavily regulated industries:** Think healthcare or finance, where any small oversight or compliance miss can cause big headaches.
- **Consumer-facing brands:** Ideal for targeting industries like eCommerce, hospitality, or fashion, where "wow moments" resonate deeply.
- **Stagnant markets:** Targeting traditional buyers that are in dire need of innovation and fresh approaches.



### Pro Tip:

A/B test adding a line to subtly infer some pain i.e. "I could be wrong, but what this could mean is {{insert assumed pain}}"

## PROMPT:

I need help crafting a poke-the-bear question for cold outreach.

A poke-the-bear question is a one-liner designed to make prospects realise they might be ignoring a critical problem or lost opportunity. The goal is to spark curiosity, create urgency, and make them think about a specific issue without being pushy.

### The question should:

Reference a specific tool, process, or approach the prospect currently uses. Hint at a negative business impact they might not have considered. Stay curious rather than accusatory (no blame, just an observation). Be under 15 words for maximum impact. Feel tailored and researched, not generic.

Here are strong **examples across different industries:**

**My business is:** {{describe your business}}

**My target customers are:** {{describe your ideal customers}}

**Their typical tools/processes include:** {{list relevant tools/processes}}

**The biggest issue they face is:** {{describe the key problem they might be ignoring}}



# STORYTELLING

Paint them a vivid, emotive picture of what could be.

## TEMPLATE:

{{FirstName}}, picture this...

{{Set the scene with specific details}}

{{Normal day starts}}

But something's different.

{{Build through series of wins}}

{{Team/colleague reactions}}

{{Industry impact}}

{{Peak moment of success}}

(Okay, maybe got carried away there)

But that's exactly what we do for {{their industry}} through {{your solution}}.

{{Ultra-soft CTA}}

### EXAMPLE:

John, picture this...

It's a crisp London morning. You're waiting for your coffee in Pret, scrolling through social media.

New Naturecan campaign just went live.

But something's different.

Your phone is blowing up with notifications.

Engagement is through the roof. Genevieve (your sales director) can't believe it.

Your CBD products are flying off the shelf.

Word's got out to Charlotte's Web and CBDistillery...they missed a trick.

You'll think about this moment every time someone asks: how the hell did you build the most trusted organic wellness brand in not just the CBD space but across the entire natural health industry?

(Okay, maybe a tad exaggerated).

But that's the kinda mornings I create for awesome brands in London, through outreach campaigns that make your customers actually feel something, for once.

When the time's right, I'd love Naturecan to be our next dance partner.

## THEORY:

- **Narrative transportation bias:** This is a story - mental barriers drop when we deliver a story,
- **Ego:** Prospect positioned as the hero of the story.
- **Emotional excitement:** Vivid imagery and specific details make the vision feel real and compelling.
- **Disarms with humor:** The disclaimer in brackets builds trust and makes the pitch more relatable.
- **Pattern disruptor:** No CTA. Drop defensiveness whilst also creates some intrigue.

## WHEN TO USE IT:

- **High-competition markets** (recruitment & growth agencies): When you need to emphasise a dramatic difference in your outreach due to high competition.
- **Visionary leaders in scale-ups** (50–500 employees): Founders/CMOs itching to achieve a breakout campaign or brand milestone.



### Pro Tip:

It's a long message so use short snappy, attention-grabbing sentences at the start to engage the recipient. Also use sensory details: "Crisp morning," "scrolling through social," or "blowing up with notifications" conjures vivid mental images and makes it evocative.

## PROMPT:

I need help creating a storytelling-style cold outreach message. This format paints a vivid picture of future success for the prospect, using specific details about their business to create an emotionally engaging story that makes them the hero.

**Here's an example:**

### **Template:**

{{FirstName}}, picture this... {{Set the scene with specific details}} {{Normal day starts}}  
But something's different. {{Build through series of wins}} {{Team/colleague reactions}}  
{{Industry impact}} {{Peak moment of success}}(Okay, maybe got carried away there)  
But that's exactly what we do for {{their industry}} through {{your solution}}. {{Ultra-soft CTA}}

Please help craft a similar story for my business that:

Sets a specific scene your prospect can relate to

Uses real names of their team members

References actual competitors

Builds through multiple wins

Creates genuine excitement

Ends with a soft, casual CTA

Includes a playful disclaimer

**My business is:** {{describe your business}}

**My target customer is:** {{describe ideal customer}}

**Their team members include:** {{list key people}}

**Their competitors are:** {{list main competitors}}

**Their typical goals include:** {{list key objectives}}

**Their location/office is:** {{describe where they work}}



# CRYPTIC IDEA

Drop a teaser that's too good to ignore.

## TEMPLATE:

Hi [FirstName],

I've got something for you. I gather [company] [what they do/offer - show research]. [Genuine observation]. This morning, my Co-Founder and I came up with a [adjective] idea to help you [achieve specific goal] that'll [benefit].

Would it be alright if I forward the idea to you?

Thanks,

P.S [Context about your company with social proof]

## EXAMPLE:

Hi John,

I've got something for you.

I gather Nike's doubling down on DTC sales (always exciting when brands take control of their destiny, nice work with the SNKRS app). This morning, my Co-Founder and I came up with a wacky idea to help you attract more sneakerheads looking for exclusive drops.

Would it be alright if I forward the idea to you?

Thanks,

P.S. (For context, we help brands like Adidas and OnRunning generate leads through cold outreach campaigns that actually make people feel something).

## THEORY:

- **Curiosity gap:** Hinting at a “wacky” or “clever” new idea without revealing specifics.
- **Relevance:** Specific company references signals this isn’t a mass send.
- **Immediacy bias:** The phrase “this morning” makes it feel fresh.
- **Social proof:** Referencing relevant case studies (i.e. competitors) increases perceived value.
- **Uses reciprocity:** The message presents the idea as a gift.

## WHEN TO USE IT:

- **E-commerce & retail brands:** Perfectly to industries where “exclusive” offers and unique angles drive big wins.
- **Managers/Directors in growth mode:** Especially VPs of Marketing or Sales itching for fresh tactics but wary of generic pitches.



## Pro Tip:

Avoid overpromising or making it sound like a gimmick. The more natural and relaxed it feels, the higher the response rate. Avoid words like “groundbreaking” or “game-changing”.

### PROMPT:

I need help crafting a cryptic-style cold outreach message that teases an idea without revealing too much upfront. The goal is to spark curiosity, make the recipient feel like the message was uniquely crafted for them, and encourage a response.

#### The message should:

Reference something specific about their company, strategy, or initiatives.

Hint at a creative or valuable idea that could benefit them.

Feel fresh and time-sensitive (e.g., “this morning” or “just came up with this”).

Use casual, conversational language. Close with a soft, easy call to action.

#### Here's some context for my message:

**My business is:** {{describe your business}}

**My target customers are:** {{describe your ideal customers}}

**Their company focus is:** {{describe their current business focus or strategy}}

**The specific angle** I want to tease is: {{describe the idea or insight you want to hint at}}



# CREATIVE IDEA

Position yourself as a strategic partner by offering fresh ideas.

## TEMPLATE:

Hey {{first\_name}} – just scanned your site & LinkedIn page.

I gather you help {{AI generated mission}} and I had some ideas for you. Given much thought to this kinda stuff?

{{Idea 1}}  
{{Idea 2}}  
{{Idea 3}}

The reason I ask is because we help companies {{insert how you help}}. Would it be useful to discuss executing any of these ideas?

## EXAMPLE:

Hey Alex – just scanned your site & LinkedIn page. I gather you help SMEs build up their data pipeline, so I cobbled together some ideas for you:

- Scraping job posts to identify companies ramping up their data teams (warmest ICP signals).
- Targeting buyers that follow your competitors on LinkedIn, like Mixpanel.
- Automating the process of mapping out existing data teams for key accounts.

We help consultancies like yours build out all this kind of AI-powered stuff to drive their outbound process.

Would it be useful to share how you can execute on these ideas?

## THEORY:

- **Authority Bias:** Multiple relevant “ideas” positions you as an expert.
- **Relevance:** Acknowledging their mission & ICP suggests the message is targeted.
- **Reciprocity:** The three ideas are hyper-specific, showing research.
- **Casual Tone:** Phrases like “cobbled together some ideas” and “stuff” feel natural and non-salesy.
- **Simplicity bias:** Instead of pushing a call, the question makes engagement easy.

## WHEN TO USE IT:

- This one is broadly applicable. Perfect if you’ve skimmed their site & LinkedIn but don’t have deep personalisation data.
- Seed & Series A Companies: Founders who are open to agile, outside-the-box thinking as they scale quickly.



## Pro Tip:

Make sure your ideas are genuinely valuable. If they read like generic advice, the message loses impact. Before sending, ask yourself: Would I find these ideas useful? If not, refine them.

### PROMPT:

Create a cold outreach message that positions you as a strategic partner by offering fresh, tailored ideas. Your message should:

- Mention that you've reviewed their website and/or LinkedIn profile to demonstrate research and personalisation.
- State an observation or inference about their current approach or needs, using specific language that shows you understand their business.
- Present three innovative ideas or suggestions (listed or separated by line breaks) that could enhance their current strategy.
- Conclude with a soft call to action asking if they'd like to discuss these ideas further.

For example, your message might include placeholders like:

- {{FirstName}} for the recipient's name,
- {{your observation}} for your research-based insight,
- {{Idea 1}}, {{Idea 2}}, {{Idea 3}} for the creative suggestions, and
- {{your solution or approach}} for how you can help implement these ideas.

Ensure the tone remains casual yet professional, and the language is clear and engaging.

Here's some context for my message:

My business is: {{describe your business}}

My target customers are: {{describe your ideal customers}}

Their company focus is: {{describe their current business focus or strategy}}

The specific angle I want to tease is: {{describe the idea or insight you want to hint at}}



## CLASSIC TWIST

Take what works, ditch what doesn't, add some spice.

### TEMPLATE:

Hi {{FirstName}}, just checked out your {{specific data point about their business}} - noticed {{observation with disclaimer}}.

I'm tentatively assuming {{pain point tied to strategic goal}}?

I work with {{similar companies}} to {{clear value prop}}.

In fact, we recently helped {{relevant company}} {{specific result}} without {{trade-off}}.

{{Low-friction CTA}}?

## EXAMPLE:

Hi John, just checked out your org chart - noticed you're lacking SDRs (LinkedIn data, grain of salt).

I'm tentatively assuming, therefore, you're juggling prospecting, running demos and closing deals all on your own - might be tough to manage as you scale across Europe?

I work with early-stage companies like Vertibox to deliver the impact of 5 SDRs for the cost of 1. In fact, we recently helped Personifics (another HR platform) increase monthly meetings by 34% without adding headcount.

With your permission, could I share some more info?

## THEORY:

- **Research:** Noting an org chart gap builds credibility & stands out - very underutilized personalisation point.
- **Loss Aversion:** Highlighting how they might be at risk of missed opportunities if the issue is ignored.
- **Relevant social proof:** Keeps credibility high without sounding too self-congratulatory.
- **Simplicity:** Lean & cohesive structure - observation, assumption, value prop, quick proof.
- **Tone:** Phrases like “tentatively assuming” hedges against being wrong whilst using brackets gives it a natural, ‘off-the-cuff’ feel.

## WHEN TO USE IT:

- **Heavily competitive sectors:** e.g., HR tech or MarTech where naming a competitor's success can spark FOMO and highlight your credibility.
- **Consultants or agencies:** Ideal if you consistently solve a narrow set of problems for a specific vertical - this formula shows you've tackled similar challenges.



## Pro Tip:

Hedge your observations: Use phrases like “grain of salt” or “tentatively assuming” to avoid sounding like you’re dictating their reality, buyers appreciate nuance. For context, these are called humbling disclaimers.

### PROMPT:

I need help crafting a cold outreach message using the Classic Twist framework. This format takes a standard sales message structure (problem-solution-proof) but makes it sharper, more relevant, and more engaging.

#### The message should:

Open with a specific research-based observation about their business.

Use a hedging phrase (e.g., “tentatively assuming”) to keep it conversational.

Tie their pain point to a strategic goal.

Provide social proof in a way that builds credibility without boasting.

Close with a low-friction CTA that invites engagement.

#### Here's the context for my message:

**My business is:** {{describe your business}}

**My target customers are:** {{describe your ideal customers}}

**Their common challenges are:** {{list key pain points}}

**A relevant research-based insight I can use:** {{describe observation}}

**A strong social proof example:** {{describe a similar client success}}



## CLASSIC TWIST MINI

A slimmed down version of the above.

### TEMPLATE:

Hi {{FirstName}},

{{quick recognition of achievement/situation}}.

I just {{research action}} on your {{specific area}} and noticed {{number}} things that could help you {{achieve goal}}.

I shot a personal video for you – is this the best place to drop it?

P.S. This same strategy helped {{competitor}} {{specific result}}.

## EXAMPLE:

Hi Austin, crushing it in the sportswear space.

I just reviewed your email infra (nike.com) and noticed 3 things that could help you drive reply rates.

I shot a personal video for you – is this the best place to drop it?

P.S. This same strategy helped Adidas increase replies by 24%.

## THEORY:

- **Ego:** Light flattery makes the recipient receptive and drives positive sentiment.
- **Authority:** A quick, specific observation indicates this isn't a mass send.
- **Reciprocity:** Offers concrete value (personal video) and feels personalised.
- **Social proof:** Tying it back to a competitor builds credibility.
- **Cognitive ease:** Short sentences and quick scannability make the message effortless to process.

## WHEN TO USE IT:

- **Companies celebrating recent wins:** They might be in a growth mindset and open to new strategies, and your recognition of their achievement warms them up.
- When video is a key part of your outreach strategy (it should be).



## Pro Tip:

Keep it snappy. The magic of this template is its brevity. If it gets too long, it loses impact.

### PROMPT:

I need help crafting a cold outreach message. This format condenses personalisation, value, and social proof into just three lines to grab attention and drive engagement.

#### The message should:

Start with a quick recognition of the prospect's achievement or situation. Reference a concrete research point about their business. Mention "3 things" to create curiosity. Offer a personal video as the value-add. Close with a relevant social proof example. Stay concise and to the point.

#### Here's some context for my message:

**My business is:** {{describe your business}}

**My target customers are:** {{describe your ideal customers}}

**Their key challenges are:** {{list key pain points}}

**A relevant research-based insight I can use:** {{describe observation}}

**A strong social proof example:** {{describe a similar client success}}



## ABC CTA

Give them options, gamify it and get insane engagement.

### VALUE BOMB EDITION

#### TEMPLATE#1:

{{FirstName}} - {{context about their situation}}.

#### Take your pick:

- A) {{High-value resource 1}}
- B) {{High-value resource 2}}
- C) {{High-value resource 3}}

Just reply with the letter.

## **EXAMPLE:**

John - as you're just 3 months into the role as VP, I'm here to help you out.

## **Take your pick:**

- A) 500 verified leads for your ICP (CTO/VP of tech at SaaS)
- B) 3 juicy strategies to identify who's in market for HR software
- C) A killer, high-converting outreach template specifically for Syncflow

Just reply with the letter.

## **QUALIFICATION EDITION**

### **TEMPLATE#2:**

{{FirstName}} - choose your adventure:

If you're happy with {{current situation}}  
→ Delete this email

If you want to know {{compelling result}}  
→ Keep reading

If {{other person}} might be better positioned to handle this  
→ Would really appreciate if you could forward this

If you've made it here  
→ Reply {{word}} for a surprise

## EXAMPLE:

John - **choose your adventure:**

If you're happy with your sales pipeline

→ Delete this message

If you want to know how we boosted Rumble's lead volume by 72%

→ Keep reading

If Simon might be better positioned to handle this

→ Would really appreciate if you could forward this

If you've made it here

→ Reply "adventure" for a surprise

## THEORY:

- **Pattern disruptor:** No hook, value proof or social proof. Just CTAs and 3 of them.
- **Autonomy bias:** Multiple options to engage with us, with one being to ignore us.
- **Curiosity:** The “surprise” element encourages responses.
- **Casual and engaging tone:** Keeps it human and fun, avoiding a hard-sell approach.

## WHEN TO USE IT:

- When you have multiple valuable resources (i.e. lead magnets) and want to either a/b test them or drive easy engagement generally.
- Targeting early-stage startups that are naturally more receptive to disruptive messaging & social proof is less important.
- **Traditional industries:** When offering services that people are notoriously dismissive of via cold outreach (i.e. recruitment, lead generation & cybersecurity) and so we have to lead with value and ease of engagement.



## Pro Tip:

Relentlessly test different options to see what drives the most responses.

### PROMPT FOR VALUE BOMB:

I need help crafting a value-bomb style cold outreach message that offers three valuable resources to my prospect. The goal is to provide multiple valuable options that all drive engagement while making the response extremely easy (just reply with a letter).

#### The message should:

- Provide three genuinely useful resources.
- Make each option compelling and relevant to their business.
- Be concise while signaling deep industry knowledge.
- Close with a simple CTA ("Just reply with the letter").

#### Here's some context for my message:

**My business is:** {{describe your business}}

**My target customers are:** {{describe your ideal customers}}

**Common pain points include:** {{list pain points}}

**We typically help with:** {{list key value props}}

## PROMPT FOR QUALIFICATION:

I need help creating a choose-your-adventure style qualification message. The goal is to make the qualification process feel fun and interactive while getting prospects to self-select their interest level.

### The message should:

- Start with an easy opt-out option.
- Offer a compelling result to keep reading.
- Include a forwarding option for the wrong contact.
- End with a fun, curiosity-driven CTA.

### Here's some context for my message:

**My business is:** {{describe your business}}

**Key results include:** {{list major wins}}

**Target decision makers:** {{list roles}}

**Common alternative contacts:** {{list other relevant roles}}



# UNHINGED

Time to break every rule in the professional playbook.

## TEMPLATE:

  {{FirstName}}, {{specific observation about their wins/achievements}}.

  Give me a shout if you're looking to {{achieve similar outcome}} – we're using some {{casual description of approach}} that are {{bold claim}} for {{social proof}}.

  Best,

  {{Your name}}, A.K.A. {{outrageous but partially credible claim}} ({{specific credential to back it up}})

## EXAMPLE:

Emily, pretty sweet case studies you've secured with Electronic Arts, NatWest Group and The LEGO Group.

Give me a shout if you're looking to land similar logos – we're using some nifty tactics that are securing a sh\*t ton of meetings for a couple of similar SaaS businesses also selling to Employer Brand teams.

Best, Penn, A.K.A. The best cold outbound-er in the world (1 of just 4 people globally to be a certified Clay and Smartlead expert)

## THEORY:

- **Pattern disruption:** Audacious tone and open swagger immediately disrupt the usual polite, formal style of cold outreach.
- **Ego:** Leading with a direct compliment about their wins elevates their sense of achievement.
- **Confidence signals competence:** Bold claims backed by real credentials make it believable, not arrogant.
- **Social proof:** Referencing major brands builds credibility and FOMO.
- **Tone:** Radically human tone with slang words, swear words and casual language.

## WHEN TO USE IT:

- Targeting prospects who appreciate bold, no-BS communication (i.e. growth hackers, marketing directors, sales leaders, startups).
- When you have seriously impressive credentials or client wins that can back up your claims.
- **Late in a sequence:** If prior, more conventional messages haven't yielded interest, a radically different style can jolt them awake.



## Pro Tip:

Key to this template is the tone. We're just speaking like a regular human being that backs themself to deliver, but obviously balance is important: too far, and it sounds obnoxious but if held back too much, it'll lose its edge.

### PROMPT:

I need help creating an “unhinged” style cold outreach message that breaks conventional business norms while maintaining credibility. This format intentionally violates standard professional etiquette to stand out, but backs up its bold claims with specific credentials.

### The message should:

- Open with a specific observation about their achievements.
- Use casual, sometimes shocking language.
- Make a bold claim about results.
- Back it up with concrete credentials.
- Include a playfully arrogant sign-off.
- Stay just professional enough to be credible.

### Here's some context for my message:

**My business is:** {{describe your business}}

**My credentials include:** {{list achievements}}

**Target customers are:** {{describe ideal customers}}

**Recent client wins include:** {{list impressive results}}



# DIRECT REPORT

Target the team, win the leader.

## TEMPLATE:

### **Subject Line:**

For {{direct reports name #1}} and {{direct reports name #2}}  
{{name}} - thought they might find this helpful given {{they're new to the company...}}.

Typically, {{direct reports title}} experience {{problem you solve}} because {{highlight a flaw with the status quo}}.

We fix this by {{solution}}. Used by teams like {{social proof}}. Does this resonate?

Thanks

## EXAMPLE:

Subject Line: For Sarah Chen and Tom Martinez John - thought they might find this helpful given they're new to the sales team.

Typically, SDRs experience low response rates because they're using the same templated outreach as everyone else.

We fix this by providing personalised, pattern-breaking cold outreach frameworks. Used by teams like Gong and Salesforce.

Mind if I share how I'd target your buyers?

## THEORY:

- **Ego:** By focusing on the team's needs, you subtly appeal to the leader's desire to be the hero.
- **Subtle authority play:** Shows a deep understanding of the team's challenges and role.
- **Leverages social proof:** Referencing known companies builds credibility.
- **Indirect approach:** By focusing on helping their team, it avoids triggering sales defenses, drives reciprocity and disrupts patterns.

## WHEN TO USE IT:

- **Mid to Large Enterprises** (200+ employees): Where departmental structure is more defined, and direct reports play a key role in day-to-day operations.
- When targeting new hires or teams undergoing transition.



## Pro Tip:

Make the subject line count - by mentioning direct reports' names, the message feels relevant and gets opened more often.

### PROMPT:

I need help crafting a Direct Report cold outreach message. This format targets a leader by addressing their team's needs, making it easier to bypass sales resistance and engage the decision-maker.

#### The message should:

- Mention two direct reports by name in the subject line.
- Reference their situation (e.g., new hires, team challenges).
- Identify a common pain point experienced by their role.
- Offer a clear solution in a concise way.
- Use relevant social proof for credibility.
- Close with a simple, engaging CTA.

#### Here's some context for my message:

**My business is:** {{describe your business}}

**Target leaders are:** {{describe decision makers}}

**Their direct reports are:** {{describe team members}}

**Common team challenges include:** {{list pain points}}

**Our solution helps by:** {{describe value prop}}

**Similar teams using us:** {{list social proof}}



## SHORT BUT SWEET

Brevity that sparks curiosity and engagement.

### TEMPLATE:

Hey {{FirstName}} – shortest message you'll receive all day. If someone could help {{insert how you help}}, would that be useful?

### EXAMPLE:

Hey John – shortest message you'll receive all day. If someone could help you identify CTOs/VPs in tech that are actually in-market buyers (for HR software), and don't lose them to competitors (like Personio & Letterbee), would that be useful?

## THEORY:

- **Pattern Disruption:** A mere two-sentence opener instantly stands out in a sea of longer outreach.
- **Curiosity Gap:** The brevity of the message leaves an information gap.
- **Urgency & FOMO:** Referencing competitors winning contracts from them if no action taken.
- **Cognitive Ease:** The simplicity of the message makes it effortless to process. Zero thinking fatigue.
- **Autonomy Bias:** Phrasing the question as "would that be useful?" gives the prospect the power.
- **Frictionless CTA:** The only decision required is a simple "yes" or "no". Resistance reduced.

## WHEN TO USE IT:

- Simple, **high-Level solutions:** If your core offer can be summarised in one quick line.
- Demand capture solutions like recruitment & offline services like refurbishment.



### Pro Tip:

The success of this template depends on the strength of what you're offering. If the value isn't obvious, the prospect won't bother replying. Similar to the poke-the-bear question, it needs to strike a chord.

## PROMPT:

I need help crafting a hyper-concise cold outreach using the "Short but Sweet" framework. This message should grab attention by being ultra-brief while still creating curiosity and making it easy to respond.

### The message should:

- Open with a direct, attention-grabbing line about message length.
- Pose a simple, curiosity-driven question.
- Make it effortless for the prospect to respond.
- Stay under 15 words (excluding name and greeting).

### Here's some context for my message:

**My business is:** {{describe your business}}

**My target customers are:** {{describe ideal customers}}

**I typically help them with:** {{list key problems solved}}



# LEAD MAGNET

Lead with value, then ask for engagement.

## TEMPLATE:

Hey {{FirstName}} – saw {{something relevant to your message}}.

We help companies {{achieve results}}.

But I'd never expect you to take my word for it.

So I made you {{resource}} – if it's useful, let me know and maybe we chat?

## EXAMPLE:

Hey John – any luck with the SDR roles?

We help you ramp reps a hell of a lot faster than the usual and book 22% more meetings in their first 60 days.

But I'd never expect you to take my word for it.

So I made you a 3-step onboarding framework specifically for SDRs – if it's useful, let me know and maybe we chat?

## THEORY:

- **Social Proof:** Mentioning results builds credibility.
- **Reciprocity:** Giving something valuable first makes prospects feel inclined to engage.
- **Frictionless Commitment:** The CTA is casual and low-pressure, reducing resistance to responding.
- **Pattern Disruption:** Most sales messages start with a pitch - this one flips the script by offering value first.

## WHEN TO USE IT:

- **Early-stage startups:** Perfect if you lack established client logos but have high-value insights or frameworks to share. Whenever you need to give before asking essentially.
- **Skeptical markets** (cybersecurity, recruitment): Where cold pitches face heavy resistance, a no-strings-attached, value-driven resource opens doors.



## Pro Tip:

Personalise the lead magnet. An ebook, industry report or pre-recorded video is always beaten by something built exclusively for the buyer i.e. a lead list, custom strategy plan or a micro service.

### PROMPT:

I need help crafting a give-first style cold outreach message using the "Lead Magnet" framework. This format provides immediate value to build trust before making an ask.

#### The message should:

- Start with a relevant observation (something personal, timely, or insightful).
- Casually introduce how we help companies achieve results.
- Offer a resource as a 'proof-first' approach to build trust.
- Close with a soft, no-pressure call-to-action.

Here's some context for my message:

**My business is:** {{describe your business}}

**My target customers are:** {{describe ideal customers}}

**I typically help them with:** {{list key problems solved}}

**I can offer:** {{describe a resource, insight, or tool}}



# GENIUS OR TERRIBLE

A bold, curiosity-driven message template that categorises prospects and nudges them toward engagement with a minimalist, frictionless CTA.

## TEMPLATE:

**Subject:** This is either genius or terrible

{first name}, There are 2 types of people:

- 1 Those who handle {pain point} at {company}
- 2 Those who don't

If you're #2, sorry for the inbox clutter - perhaps more relevant for {colleague}?

If you're #1, check this out:

{competitor} → Used our solution

{competitor} → +65% {key metric}

{competitor} → 30 days

You → Reading this message

You → Curious (probably)

You → Next?

Send a "→" if you want the details.

### EXAMPLE:

**Subject:** This is either genius or terrible

John, There are 2 types of sales leaders:

1 Those who actively optimise their outbound pipeline.

2 Those who don't.

If you're #2, sorry for the inbox clutter. If you're #1, check this out:

Acme Corp → Used our playbook

Beta Inc → +65% cold outreach reply rates

Delta Co → 30 days

You → Reading this message

You → Curious (probably)

You → Next?

Send a "→" if you want the details.

## THEORY:

- **Pattern Disruptor:** Bold subject line, unique formant The message starts with a bold subject line and binary framing ("2 types of people") to hook and engage the recipient.
- **Social Proof:** Lists recognisable competitors who have benefited, reinforcing credibility.
- **Minimalist CTA:** The simple "→" response reduces friction and makes engagement effortless.
- **Autonomy Bias:** Offering a simple "→" reply for more details puts them in control.

## WHEN TO USE IT:

- **Competitor-rich industries:** SaaS, FinTech, or eCommerce where competitor proof is a potent driver of urgency.
- **Fast-swap solutions:** Perfect if you offer a product or service that can quickly show tangible metric lifts, e.g., "+65% cold email reply rates" in 30 days.



### Pro Tip:

For best results, pair this with a highly relevant competitor example. If you lack one, frame it around a recognisable industry benchmark instead.

## PROMPT:

I need help crafting a cold outreach message using "The Genius or Terrible" framework. This format categorises recipients into two groups, highlights relevant competitor success, and makes responding effortless with a single symbol ("→").

### The message should:

- Open with a curiosity-driven subject line.
- Categorise the recipient into one of two groups.
- Highlight competitor results in a structured, minimalist way.
- Close with a frictionless, one-character CTA.

### Here's some context for my message:

**My business is:** {describe your business}

**My target customers are:** {describe ideal customers}

**Key pain point they face:** {describe the main problem}

**Competitor success examples** (if available): {list similar company wins}

**Key metric improvement:** {describe the main KPI lifted}



# THE INTERNAL NUDGE

Leverage internal dynamics to drive urgency.

## TEMPLATE:

Hey {{FirstName}}, have you and {{Senior Colleague}} touched base about {{Things you help them do}}? We're partnering with companies like {{Company Name}} to secure {{Outcome}} in just {{Timeframe}} - all without {{USP}}. Is this something {{Company Name}} is focusing on?

## EXAMPLE:

Hey Jake - any convos internally between you and Sarah (your RevOps lead) re: reducing SDR ramp time? We're helping teams like Gong ramp new hires 40% faster in 60 days without burning managers' time on manual coaching. Is this even a concern over at Acme?

## THEORY:

- **Triggers Internal Dialogue:** Mentioning a colleague makes the buyer visualise the convo, even if they haven't had it yet.
- **Social Proof & Authority Bias:** Name-dropping a notable brand highlights you're partnering with known players, to build credibility.
- **Autonomy Bias:** Instead of forcing a call, the message subtly lets them decide if the problem is a priority.
- **Cognitive Ease:** The simple structure makes it effortless to read.

## WHEN TO USE IT:

- Works well for RevOps leaders, sales managers, marketing directors, and operations executives - roles that frequently discuss strategic initiatives with colleagues.
- Ideal for companies with 100+ headcount, where referencing a colleague is both realistic and effective, as decision-making is often shared across departments.



### Pro Tip:

If possible, reference an actual conversation they or their team have likely had (based on triggers like LinkedIn updates, job posts, or industry trends), but frame it as an assumption you're marking to hedge against inaccuracies. The more real it feels, the more effective it becomes.

## PROMPT:

I need help crafting an internal-nudge style cold outreach using the "Internal Nudge" framework. This message should leverage internal dynamics to spark urgency while remaining natural and non-pushy.

### **The message should:**

- Mention a likely conversation between the prospect and a relevant colleague.
- Clearly state the outcome we help achieve and what we remove as a pain point.
- Use a well-known company for credibility and social proof.
- End with a soft, priority-checking CTA.

### **Here's some context for my message:**

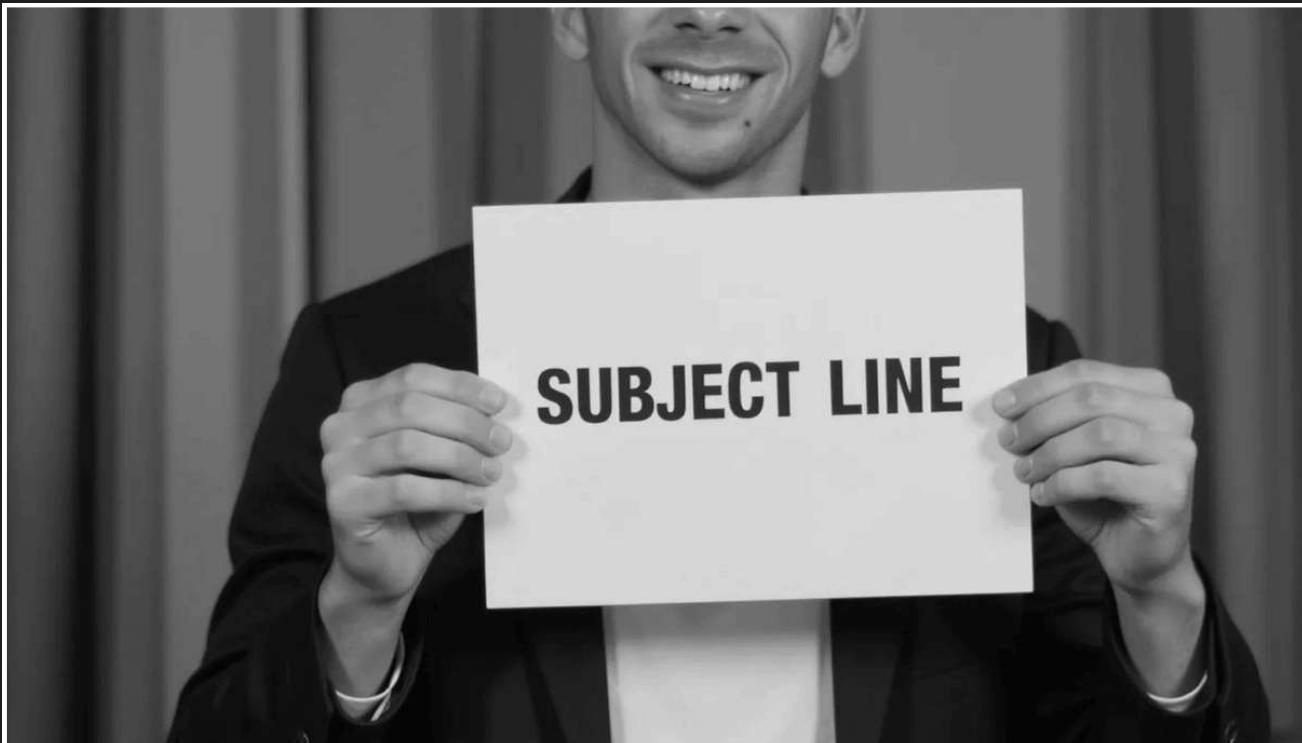
**My business is:** {{describe your business}}

**My target customers are:** {{describe ideal customers}}

**Their internal decision-makers include:** {{list key roles}}

**The outcome we deliver is:** {{describe results in a timeframe}}

**The pain point we remove is:** {{describe a common challenge}}



## SUBJECT LINE MESSAGE

Let the subject line do the work.

### TEMPLATE:

**Subject:** Would you like to chat re: {{outcome}}

Hey {{FirstName}} – question in the subject line. Let me know if you'd like to connect.

### EXAMPLE:

**Subject:** Are your reps Dan & Josie struggling with email reply rates?

Hey Jake – popped the question in the subject line. Let me know if you'd like to connect.

## THEORY:

- **Pattern Disruption:** Most subject lines hint at the message; this one is the message.
- **Cognitive Ease:** A single-line message is effortless to process, making engagement more likely.
- **Frictionless CTA:** The message only asks for a quick response, reducing decision fatigue.

## WHEN TO USE IT:

- If you have limited deliverability (since short message with zero sales language is optimised for inbox placement).
- As a quick re-engagement message for prospects who've gone cold.



### Pro Tip:

Add an analogy as P.S in the message conveying how this message is “unique just like their {{USP of their product}}”.

## PROMPT:

I need help crafting a subject-line-driven cold message using the "Subject Line Hook" framework. This format makes the subject line do the heavy lifting while keeping the message itself ultra-minimalist.

**The message should:**

- Use a subject line that directly asks if they want to chat about a key outcome.
- Keep the body of the message extremely short, simply confirming the question.
- Use a low-friction CTA that makes responding effortless.

**Here's some context for my message:**

**My business is:** {{describe your business}}

**My target customers are:** {{describe ideal customers}}

**The outcome I help achieve is:** {{describe a clear, compelling result}}



# PROBLEM POTION

Multiple, specific pain points side by side.

## TEMPLATE:

Hi {{FirstName}}, been speaking to a handful of {{job title}} recently. {{Line linking the problems you've heard from other VPs to the examples below, for example: "They keep running into similar hiccups - wondering if any of these hit home for you?"}}

- {{Problem 1 relevant to them, e.g. SDR underperformance}}
- {{Problem 2, e.g. leadership pressure to adopt AI or new tools}}
- {{Problem 3, e.g. confusion around a specific platform or process}}

Any of these concerns atm?

## EXAMPLE:

Hi John, I've been speaking to a handful of VPs recently. Seems a lot of them are juggling similar headaches - wondering if any of these ring a bell for you...

- Your SDRs, Dan & Jake, are suffering from low reply rates.
- CEO Simon's on your case to implement more AI into your sales process.
- You've heard about Clay but have no idea where to start.

Any of these concerns atm?

## THEORY:

- **Light social proof:** Referencing other VPs shows you're tapped into industry chatter, reducing skepticism.
- **Multi-issue approach:** Presenting three possible problems increases the chance one resonates, prompting an easy reply.
- **Relevance:** Immediately show that you've been engaging with others in the exact same role.
- **Light CTA:** "Any of these concerns atm?" is a low-pressure way to get them to open up about their situation, rather than forcing a hard sell.
- **Pattern disruptor:** Instead of pushing your solution, you're inviting them to choose their own pain point, lowering their guard.

## WHEN TO USE IT:

- Earlystage founders who are invariably dealing with a cluster of problems.
- Also good for roles like VP of Sales or Marketing, where pain points often come from multiple directions (AI, new hires, pipeline, etc.).
- When you want to tap into real-world conversations you've had with others in the same role.



### Pro Tip:

Keep each bullet crisp and ultra specific to their situation. If your bullet points are too generic or long, they'll skim right past them. Showing concrete details (like mentioning specific team members or the name of a tool) cements that you've done your homework.

## PROMPT:

I need help creating a Problem Potion-style message. **Here's my context:**

- 1 **My business:** {{describe your business}}
- 2 **Target VPs:** {{describe who they are and their typical challenges}}
- 3 **Common issues:** {{list 2-3 pain points clearly}}
- 4 **Tone:** friendly and human, but direct

### Please follow this structure:

- Brief intro referencing other VPs
- One line linking the problems
- Three bullet points with specific pains
- Low-pressure CTA like "Any of these concerns atm?"
- Keep it short, with enough detail to spark a reply.



## DIRECT PITCH

A short, bold outreach that cuts straight to the chase. Zero waffle, all offer.

### TEMPLATE:

Hi {{FirstName}}, any need for {{yourSolutionOrService}} at the moment?

{{IndustryTrendOrOpportunity}} is evolving so fast - nearly impossible for a {{prospectRole}} to keep tabs on everything.

Up for a quick chat on how other {{similarProspects}} are staying ahead?

No worries if you're all set.

## EXAMPLE:

Hi John, any need for outbound support at the moment?

New sales tools like Clay and advanced AI models are popping up every other week. Almost impossible for VPs like you to keep up.

Fancy a quick chat on how others are staying ahead?

No worries if you're all good.

## THEORY:

- **Straight to the point:** Front-loaded offer in the opening line, so they know exactly why you're reaching out. Strong qualification.
- **FOMO:** Referencing new tools and a changing landscape shows awareness of real-time developments & should drive urgency.
- **Low-friction CTA:** Asking for a “quick chat” is easy to say yes or no to, reducing commitment fear.
- **Friendly exit:** Ends with a relaxed note, showing respect for their time and choice.

## WHEN TO USE IT:

- **Hot Prospects:** Use for strong triggers, when you suspect they might be in-market right now but you're not certain.
- **PMF Testing:** Great for trying out new segments, markets or solutions to gauge immediate interest.



### Pro Tip:

Front-load the most important question: "Any need for X?" If they do nothing but skim the first line, they'll instantly know why you're reaching out.

#### PROMPT:

##### **I need a direct-pitch style cold outreach message that:**

- 1** Opens by greeting the prospect by name and asking if they need my solution/service.
- 2** References a rapidly evolving industry trend or opportunity.
- 3** Mentions why it's tough for their role to keep track (or why this matters now).
- 4** Ends with a quick, low-pressure CTA ("Up for a chat?") and an easy out ("No worries if you're all set").

Please include placeholders for {{First Name}},

{{your Solution Or Service}},

{{Industry Trend Or Opportunity}}, and {{prospect Role}}, and ensure the tone is straightforward, friendly, and concise.



## MIND-BENDERS

Micro catalogue of mind-benders. Templates designed to challenge the buyers assumptions, similar to the poke-the-bear angle, with a little more meat on the bones.

### THE MAGIC TRICK

**Tease a surprising insight that makes them curious.**

#### TEMPLATE:

Hey {{FirstName}},

We discovered something odd. Turns out {{specific insight about their business/industry}} actually {{contrary to common belief}}.

Wanna see the trick behind it?

## EXAMPLE:

Hey John,

We discovered something odd. Turns out the most effective outreach in 2025 breaks the rules: no CTA, no social proof, no ROI metrics. (after sending over 500k emails per month, we have concrete data on this).

Wanna see the trick behind it?

## THE CONSPIRACY

**Playfully frame an industry truth as a conspiracy.**

## TEMPLATE:

Hey {{FirstName}},

Most {{industry role}} think {{common assumption}}. But the numbers say they're wrong.

Want proof?

## EXAMPLE:

Hey John,

Most SaaS Sales leaders think outbound is dead.

But with the right tools, the data tells a different story.

Mind if I share some insights? (we send 500k+ cold outreach messages/month across 15+ industries)



## THE “ONE SENTENCE BOMB”

Explode a belief they have in a single line.

### TEMPLATE:

Hey {{FirstName}}, Most {{industry Practice Or Strategy}} fail because they {{core Reason Or Assumption}}.

Top 3 triggers that indicate {{target Persona}} might be in-market/in-need for {{your Service Or Solution}}:

- 1 {{Trigger1}}
- 2 {{Trigger2}}
- 3 {{Trigger3}}

Leveraging any of these in your {{process Or Campaign}}, or want to see how?

## EXAMPLE:

Hey John Most cold messages fail because they hit the wrong people at the wrong time.

Top 3 triggers to indicate founders might be in-market/in-need for data consultancy:

- 1 No data team
- 2 Following Mixpanel, Segment etc
- 3 Hiring Head of Data

Leveraging any of these in your outbound or wanna see how?

## THEORY:

- **Curiosity:** Each template opens with a surprising or contradictory statement, leveraging the Zeigarnik effect. By withholding part of the "why," you're triggering the prospect's need to close the information gap.
- **Pattern Interrupt:** Most cold messages follow a predictable formula. These templates flip the script.
- **FOMO/Loss Aversion:** While not overt, hinting that "numbers say they're wrong" or "we discovered something odd" can spark a subtle fear of missing important intel, thus nudging them to engage.
- **Clarity/Effortlessness:** Each template is hyper-concise, ensuring minimal friction.

## WHEN TO USE IT:

- **Data or insight-heavy solutions:** Effective if you genuinely have numbers that contradict popular beliefs.
- **Traditional industries & sophisticated buyers:** When they're accustomed to "the old way," exposing a misconception can break habits and pique curiosity.



### Pro Tip:

Keep these templates razor-sharp. The moment you add disclaimers or lengthy proof, you dull the “mind-bending” effect. Let the prospect’s curiosity drive them to reply.

### PROMPT FOR THE MAGIC TRICK

I need a Magic Trick-style cold outreach messages that reveals a surprising or hidden industry insight. **Please include these elements:**

- 1 Greet the prospect by name.
- 2 Introduce a surprising fact or discovery.
- 3 Contrast it with a popular misconception.
- 4 Ask if they want to see the “trick” behind it.

Use placeholders for {{FirstName}}, {{specific insight about their business/industry}}, and {{contrary to common belief}}. Keep it short, curious, and intriguing.

### PROMPT FOR THE CONSPIRACY

I need a Conspiracy-style cold outreach message. It should playfully challenge a common industry belief with data that contradicts it. **Include:**

- 1 A quick “Hey {{FirstName}}” greeting.
- 2 A statement about what most people in a certain role believe.
- 3 A short line revealing that the data contradicts this belief.
- 4 A closing question: “Want proof?”

Use placeholders for {{FirstName}}, {{industry role}}, and {{common assumption}}. Keep it bold yet lighthearted.

## PROMPT FOR THE “ONE SENTENCE BOMB”

I need a “One Sentence Bomb” style message that quickly challenges an assumption about how things fail in my industry, then lists three triggers showing when a prospect might need my solution. **Please include:**

- 1 A greeting with {{FirstName}}.
- 2 A single, bold statement (e.g., “Most {{industry Practice Or Strategy}} fail because they {{core Reason Or Assumption}}”).
- 3 Three triggers {{Trigger1}}, {{Trigger2}}, {{Trigger3}} that signal when {{target Persona}} might be ready for {{your Service Or Solution}}.
- 4 A closing question - like “Leveraging any of these in your {{process Or Campaign}}, or wanna see how?”

Keep it short, direct, and a bit provocative.



## PERMISSION-BASED

A playful, simple outreach that asks for explicit permission to pitch and then vanish if they don't respond.

### TEMPLATE:

Hi {{FirstName}} – permission to pitch and disappear forever if I don't hear back?

(Guaranteed to be the most {{superlative}} pitch ever).

### EXAMPLE:

John – permission to pitch and vanish if I don't hear back?

(Guaranteed to be the most personalised pitch you'll see all week).

## THEORY:

- **Curiosity:** Kicks off with a direct ask for permission, which piques interest because it's not the standard, "Hope you're well" opener.
- **Autonomy Bias:** You're giving the prospect full control - if they don't grant permission or simply ignore you, you'll stop. This lowers resistance.
- **Pattern Interrupt:** Addressing them casually and promising to vanish breaks the mold of polite follow-ups, making your message stand out.
- **Skepticism:** By asking for permission outright, you sidestep typical skepticism. It's a direct, human approach that feels refreshingly honest.

## WHEN TO USE IT:

- **Hail mary outreach:** Ideal when standard outreach hasn't worked, and you're ready to move on if they show no interest.
- **Tough industries:** Perfect for sectors like recruitment or cybersecurity where prospects are especially wary of cold outreach - this unconventional approach can pierce their skepticism.



### Pro Tip:

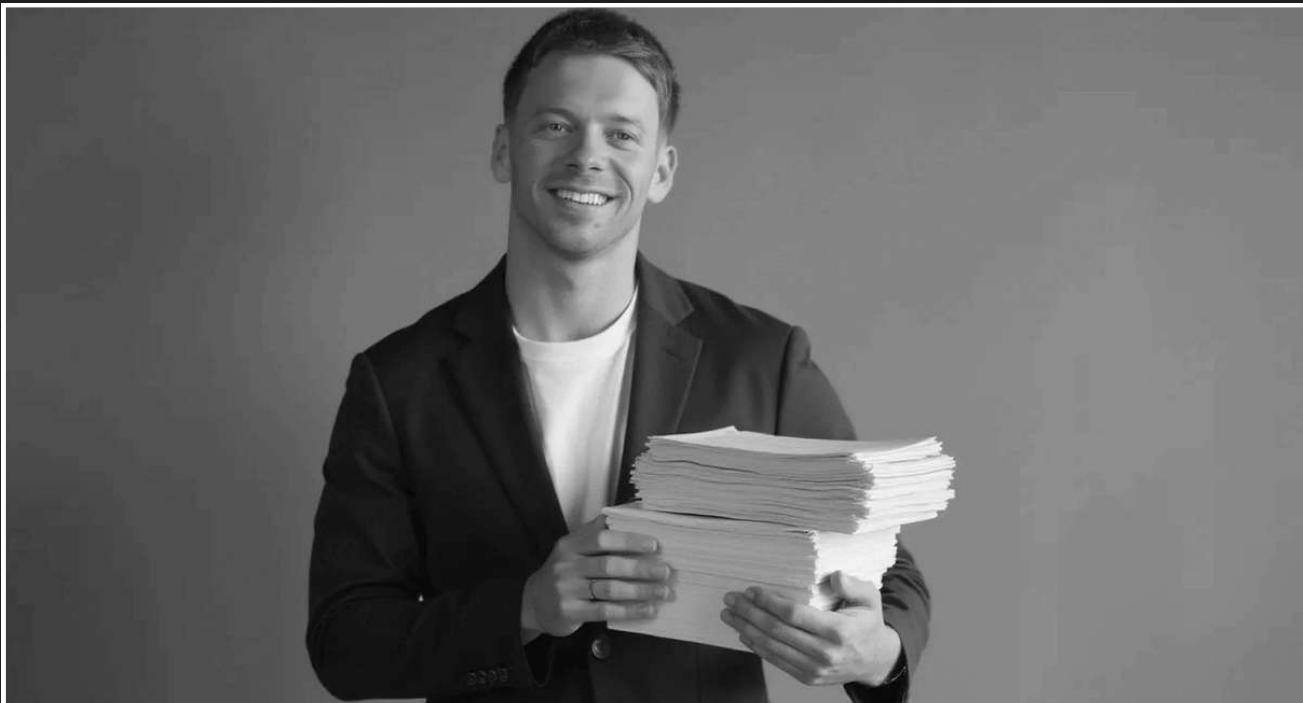
Include a little bit of context on what you actually bring to the table, so you're attracting real prospects instead of tire-kickers.

## PROMPT

I need a Permission to Disappear-style cold outreach message. **It should:**

- 1 Ask outright if I can pitch and promise to disappear if there's no interest.
- 2 Emphasise that the pitch will be hyper-personalised.
- 3 Use a casual, playful tone but remain respectful of their time.
- 4 Be short, direct, and easy to reply to.

Please include placeholders for {{FirstName}} and any mention of how "personalised" the pitch is.



## INDUSTRY INSIGHT

Real-world data to establish credibility, then offer a tailored resource that directly relates those insights to the recipient's industry.

### TEMPLATE:

Hi {{FirstName}},  
We {{what You Do In Big Volume Or Across Industries}} - {{credibility Statement}}. Here are {{number}} insights on what's working in {{year Or Focus Area}}:

- 1 {{Insight1}}
- 2 {{Insight2}}
- 3 {{Insight3}} ... {{number}}. {{InsightN}}

Curious if you'd like a {{valuable Resource}} that digs deeper into these findings for {{their Industry}}?

## EXAMPLE:

Hi John, We send out half a million emails per month, targeting 15+ industries.

Here's 10 insights on what's working in 2025:

- 1 One-sentence cold outreach messages with just one poke-the-bear question.
- 2 Short, single sentence paragraphs. Ultra digestible formatting.
- 3 Radically human tone.
- 4 Zero ROI metrics.
- 5 Subject lines that seem like an internal message i.e. "John, this morning".
- 6 Value-driven CTAs.
- 7 Personalised P.S statements.
- 8 Curiosity statements like "I bet you haven't considered this".
- 9 Curiosity-driven adjectives like "wacky".
- 10 Humbling disclaimers like "I'm tentatively assuming".

Happy to share a killer outreach template, based on these principles, tailored to coaching companies like Phoenix?

## THEORY:

- **Authority bias:** Leading with large-scale data ("half a million outreach messages") demonstrates expertise & social proof.
- **Pattern interrupt:** Quick-hitting bullet points and straightforward style differ from the usual marketing fluff, so it feels fresh and valuable.
- **Curiosity & reciprocity:** Offering to share a "super effective template" based on real-world data compels them to ask, "What is it, exactly?"

## WHEN TO USE IT:

- **Market-wide insights:** When you've got unique learnings from a broad sample (e.g., cross-industry outreach).
- **Thought leadership plays:** Ideal if you want to establish yourself as an expert.
- **Challenging / Skeptical audiences:** Sharing your data points upfront often disarms doubters in high-barrier industries (e.g., cybersecurity, finance).



### Pro Tip:

Tailor your bullet points to the prospect's world. If you can link each insight to a known pain or opportunity in their specific space, your message becomes significantly more compelling.

## PROMPT

### I need an Industry Insight-style cold outreach message that:

- 1 Opens with a credible volume or scope statement (e.g., how many campaigns, across how many industries).
- 2 Lists several short, punchy insights about what's working today.
- 3 Closes by offering a deeper resource or template relevant to their specific sector.
- 4 Maintains a direct, data-driven tone without overselling.

Use placeholders for {{FirstName}}, {{their industry}}, and the bullet points ({{Insight 1}}, {{Insight 2}}), etc.).



## CALIBRATION TEST

A strategic, non-pushy way to gauge where your prospect stands without triggering resistance.

### TEMPLATE:

{}{FirstName} - 3 reasons why you shouldn't engage with this message:

- 1 {}{Hyper-specific example of a success metric relevant to their team}.
- 2 {}{Social proof or direct praise from a credible source}.
- 3 {}{Demonstration of tech adoption or best practice they're already executing}.

If 10 = highly accurate

And 0 = million miles off

Where are you sitting?

## EXAMPLE:

John - 3 reasons why you shouldn't engage with this message:

- 1 Your SDRs (Tom, Ella & Carla) are getting insane reply rates from your outreach campaigns (>10%).
- 2 CTOs & VPs of Tech reply to your outreach campaigns with "This is the best outreach ever."
- 3 You're embedding badass AI tools into your CRM (HubSpot) like Clay.

If 10 = highly accurate

And 0 = million miles off

Where are you sitting?

## THEORY:

- **Pattern Disruptor:** A bold reversal - rather than pushing a pitch, the message playfully argues against engagement, making it stand out.
- **Autonomy Bias:** The prospect is given full control over the interaction, which invites self-reflection rather than a direct ask.
- **Cognitive Ease:** The numbered list and rating system make it easy to scan and respond.

## WHEN TO USE IT:

- When targeting experienced operators or decision-makers who pride themselves on staying ahead of trends.
- When prospecting accounts that are already using cutting-edge solutions and need a subtle nudge toward differentiation.
- When you want to create a playful, thought-provoking moment instead of a traditional pitch.



## Pro Tip:

A/B test the phrasing and structure of the CTA. Something disarming like “whilst I know this is a little exaggerated, I assume you’ve got all this stuff covered?”.

### PROMPT:

I need help crafting a Calibration Test-style cold outreach message. This message should playfully challenge the recipient by presenting three compelling reasons why they don't need my solution, then invite them to self-assess on a scale.

#### The message should:

- Start with the recipient's name and "3 reasons why you shouldn't engage with this message."
- List three highly specific, compelling reasons (metrics, social proof, or best practices).
- Close with a simple rating scale (0-10) to encourage engagement.
- Maintain a confident but playful tone.

#### Here's some context for my message:

- **My business is:** {{describe your business}}
- **My target customers are:** {{describe ideal customers}}
- **The top three proof points I can reference:** {{list three key success metrics or insights}}



# ACCEPTANCE SPEECH

A playful yet aspirational message that casts the prospect as the future winner of an industry accolade.

## TEMPLATE:

"I want to start by saying thanks to our leadership team. {{Executive 1}}, {{Executive 2}}, and {{Executive 3}}.

I also want to thank all our amazing clients. {{Client 1}}, {{Client 2}}, and {{Client 3}}. And of course, our wonderful investors. {{Investor 1}} and {{Investor 2}}."

{{FirstName}} - this is how your end-of-year acceptance speech will start, after you've just been awarded {{Industry Award}}, thanks to the insanely powerful growth strategies you used to scale the hell out of {{Company}}.

Wanna hear the sauce?

## EXAMPLE:

"I want to start by saying thanks to our leadership team. Simon, Ella, and Nick.

I also want to thank all our amazing clients. Alibo, Paddler, and CoreTech. And of course, our wonderful investors. Index Ventures and Accel."

John - this is how your end-of-year acceptance speech will start, after you've just been awarded HealthTech Platform of the Year, thanks to the insanely powerful growth strategies you used to scale the hell out of Syncflow.

Wanna hear the sauce?

## THEORY:

- **Ego & visionary thinking:** Plays directly into the prospect's ambitions.
- **Pattern disruptor:** Unlike standard cold outreach, this one starts with a vivid, future-facing narrative, similar to the storytelling style.
- **Relevance:** Mentioning investors, executives, and clients subtly increases credibility.
- **Curiosity gap:** Ending with "Wanna hear the sauce?" creates intrigue without pushing a hard sell.

## WHEN TO USE IT:

- When targeting high-growth startups, founders, or ambitious operators who are motivated by recognition and rapid scaling.
- If you're early-stage and lack social proof (like testimonials and awards), and you need to stand out through disruptive, creative, curiosity-driven copy.



## Pro Tip:

A/B test different award types based on their industry. Instead of "HealthTech Platform of the Year," try: For SaaS: "Fastest Growing B2B SaaS of the Year"; For eCommerce: "Top 100 DTC Brands of 2025"; For AI startups: "Forbes AI Innovator of the Year". The more realistic and relevant the award, the more likely they are to buy into the vision.

### PROMPT:

I need help crafting an Acceptance Speech-style cold outreach message. This message should make the recipient visualize their future success by framing them as an industry award winner, with our solution subtly playing a key role in their growth.

#### The message should:

- Open with a fictional acceptance speech, thanking executives, clients, and investors.
- Transition into a line positioning the recipient as the award-winning leader of their industry.
- End with a curiosity-driven CTA like "Wanna hear the sauce?"
- Maintain a confident, aspirational, and engaging tone.

#### Here's some context for my message:

- **My business is:** {{describe your business}}
- **My target customers are:** {{describe ideal customers}}
- **A relevant award for their industry:** {{describe a prestigious industry award}}
- **Key companies or executives to reference:** {{list relevant names for authenticity}}



## THE INTELLIGENCE PLAY

A confident, status-driven outreach that leverages the prospect's education and career achievements to subtly nudge them into engagement.

### TEMPLATE:

Hey {{FirstName}},

I've got {{fun wager or challenge}} riding on this.

From studying at {{prestigious university}} to leading {{company or industry accolade}}, I told {{co-founder/colleague's name}} you'd be smart enough to at least hear this out – they think you'll ignore me.

Prove me right?

## EXAMPLE:

Hey John,

I've got \$50 riding on this.

From studying at Harvard to leading one of the sexiest HealthTech platforms, I told my co-founder Felix you'd be smart enough to at least hear this out. He thinks you'll ignore me.

Wanna roll the dice and hear me out?

## THEORY:

- **Ego Play:** Acknowledging their elite education and leadership status makes them feel seen and respected.
- **Social Proof:** Calling out their prestigious background adds credibility to the conversation.
- **Pattern Disruptor:** A personal wager makes the message feel refreshingly different from standard outreach.
- **Curiosity Gap:** The challenge aspect naturally piques their interest—what exactly is the idea?
- **Autonomy Bias:** The prospect is given a choice, framed as proving the sender right.

## WHEN TO USE IT:

- CEOs, COOs, SVPs, Managing Directors, across corporates (finance, insurance, property), 500+ employees, mid-market to enterprise.



## Pro Tip:

Adjust the currency to the recipient country.

### PROMPT:

I need help crafting an Intelligence Play-style cold outreach message. This message should leverage the recipient's education and career success to challenge them into engaging, using a lighthearted wager or playful framing.

### The message should:

- Open with a fun bet, challenge, or internal debate.
- Reference their prestigious education or leadership achievements.
- Playfully position the sender as the one who believes they'll engage.
- End with a curiosity-driven CTA like "Prove me right?"

### Here's some context for my message:

- **My business is:** {{describe your business}}
- **My target customers are:** {{describe ideal customers}}
- **A prestigious credential they hold:** {{education, career milestone, or accolade}}
- **A fun bet or challenge:** {{describe the internal debate or wager}}



## THE ASSUMPTION PLAY

A direct approach that makes an educated guess about how the company is currently handling the problem, forcing the recipient to either confirm or correct you.

### TEMPLATE:

Hey {{FirstName}},

Assume your team is handling {{specific challenge}} like this:

{{description of how they're likely tackling the problem you solve}}.

Hit the mark, or am I totally off base here?

## EXAMPLE:

Hey Richard,

Assume your SDRs, James & Sarah, are writing cold outreach like this:

"Hey Richard, Notice you're the VP of Sales at MetalWorks.

We help manufacturers improve lead flow - just worked with SteelCore to increase pipeline efficiency by 24%. Let me know if it's worth a chat.

Hit the mark, or am I totally off base here?

## THEORY:

- **Forces a response**—if the assumption is correct, they'll confirm. If incorrect, they'll correct you, creating engagement.
- **Creates pattern disruption**—it doesn't feel like a sales message, it feels like an internal critique.
- **Plays into ego**—leaders like proving they know their business better than an outsider.

## WHEN TO USE IT:

- Businesses or departments in which we can access information on how they're likely tackling the problem you fix - targeting marketing leaders, community & content managers.



### Pro Tip:

Make the assumption feel highly specific by referencing actual team members, terminology, or recent industry shifts.

## PROMPT:

I need help crafting an "Assumption Play" cold outreach message. This format makes an educated guess about how a prospect's company is currently handling a key challenge, forcing them to either confirm or correct the assumption.

### The message should:

- Start with a direct assumption about how their team currently tackles the problem.
- Include a realistic example of what their current outreach (or process) might look like.
- End with a low-friction CTA that invites them to engage by validating or correcting the assumption.

### Here's some context for my message:

**My business is:** {{describe your business}}

**My target customers are:** {{describe ideal customers}}

**The challenge I solve is:** {{describe the problem you address}}

**Their typical approach to this challenge is:** {{describe common but ineffective methods they use}}

**A competitor or similar company that does this better is:** {{name a relevant company}}



# BONUS TEMPLATE

A highly personalised, pattern-disrupting message (*this is the only good template I've ever received*).

## TEMPLATE:

**Subject:** Cutting through the noise on your {{role/initiative search}}

Hey {{FirstName}},

Figured that your {{inbox, DMs, calendly etc}} would be flooded after announcing your search for {{position/service needed}}...

Probably with the same sh\*t:

"Dear {{FirstName}}, I'm {{X}} and have {{X years}} of experience."

The "blah, blah who cares" stuff.

I wanted to tell you the nitty-gritty, needle-moving bits that will actually help you find the right fit for {{Company}}.

So I used {{prospecting tool 1}} and {{prospecting tool 2}} to hunt out your message and then validated it with {{validation tool}} in {{automation tool}}.

## What you need to know:

- I worked for {{previous relevant company}}, crafting {{X type of deliverables/results}}...
- Since then, I've built a team producing {{specific type of work/results}} - working with {{niche or industry focus}}...
- Everything from {{use case 1}} to {{use case 2}}, including some of the biggest {{industry-specific results}}.

Most people try to sell you {{inferior solution}}, but really give you {{even worse alternative}}...

We provide a no-fee test project including {{services included}} to try us out.

Let me know if you're keen to hear more.

Best,

{{Your Name}}

{{Your Role}} @ {{Your Company}}

P.S. I've been following {{Company}} for a while - actually really helped me {{specific way they influenced you}} (would love to repay the favor).

### EXAMPLE:

Subject: Cutting through the noise on your web designer search

Hey Felix, Figured that your LinkedIn DMs & Calendly would be flooded after announcing your search for a web designer...

Probably with the same sh\*t:

"Dear Felix, I'm X and have X years experience"

The "blah, blah who cares" stuff. I wanted to tell you the nitty-gritty, needle-moving bits that will actually help you find the right fit for StackOptimise.

So I used Prospeo and Wiza to hunt out your message and then validated it with NeverBounce in Clay.

What you need to know:

- I worked for Australia's best direct response agency (King Kong), crafting 100s of high-converting LPs and funnels...
- Since then I've built a team producing some of the best LPs/funnels on the planet - working D2C and with top agencies...
- Everything from agency funnels to 8-figure course funnels and even some of the biggest launches in ClickFunnels history.

Cause most people try to sell you Coke but really give you Pepsi...

We provide a no-fee test project including strategy, copy, design, and dev to try us out. Let me know if you're keen to hear more.

Best,

Tyce

Landing Page Lead @ Landing Page Labs

P.S. I've been following StackOptimise for a while - actually really helped me set up my outbound motion (would love to repay the favor).

## THEORY:

- **Pattern Disruptor:** The message acknowledges the overwhelming volume of generic outreach and immediately differentiates itself by calling it out.
- **Curiosity:** Mentioning specific tools used to find the prospect's message (Prospeo, Wiza, Never Bounce, Clay).
- **Authority/Social Proof:** References to King Kong Agency, ClickFunnels, and working with top agencies establishes credibility.
- **FOMO & Simplicity:** The "no-fee test project" removes friction, while the "biggest launches" statement creates a sense of missing out on a proven strategy.
- **Personalised close:** The P.S. adds a nice relationship-building touch.
- **Radically human:** Casual language, digestible formatting, the message speaks directly in the same voice as the recipient.

## WHEN TO USE IT:

- Perfect for digital marketing, SaaS & growth agencies where differentiation is critical.



### Pro Tip:

91% of recipients read the P.S line first - add one, ensure it's specific & personalised, to therefore compel the buyer to read the rest of the email. An important tactic given the message is relatively long.

## PROMPT:

I need help crafting a highly personalised cold outreach message using The Most Impactful Cold Outreach Template. This format is designed to break through inbox clutter, stand out from generic sales message, and demonstrate immediate value to the recipient.

### The message should:

- Open with a bold pattern disruptor that acknowledges typical outreach noise.
- Demonstrate deep personalisation by referencing specific details about the prospect's situation.
- Include a transparent breakdown of how the outreach was crafted (e.g., tools used to find their contact info).
- Highlight compelling social proof by mentioning well-known companies or industry successes.
- Offer a low-friction, high-value CTA, such as a no-fee test project or an easy next step.
- Close with a relationship-building P.S. that reinforces sincerity and connection.

### Here's some context for my message:

**My business is:** {{describe your business}}

**My target customers are:** {{describe ideal customers}}

**Key pain point they face:** {{describe the main problem}}

**Relevant prospect activity** (e.g., hiring, funding, LinkedIn post): {{describe trigger}}

**Competitor success examples** (if available): {{list similar company wins}}

**Key metric improvement:** {{describe the main KPI lifted}}

**A unique value offering** (e.g., test project, consultation): {{describe offer}}

# 3b.

# SCENARIO TEMPLATES



## HANDLING REJECTION

When someone gives you a firm no, go for the referral. Fortune favours the bold!

### TEMPLATE:

Hey {{FirstName}}, totally understand - pushing my luck, but do you think {{Previous Company}} might be a good fit?

Not your job to help out salespeople, so no worries either way.

## EXAMPLE:

Hey Jake, totally understand - pushing my luck, but do you think Acme Corp might be a good fit?

Not your job to help out salespeople, so no worries either way.

## THEORY:

- **Cognitive Ease:** The message is short and informal, making it easy to process and reply to.
- **Autonomy Bias:** Acknowledging their right to say no and the “no worries either way” close reinforces that they’re in control, reducing pressure and making them more likely to engage.

## WHEN TO USE IT:

- When a prospect has clearly rejected your offer but may have relevant connections elsewhere.
- When your service is applicable across multiple organisations within the same sector.



### Pro Tip:

This works best when the previous company is in a similar industry or size range - try not to suggest a mismatch, or it will feel random and desperate.

## PROMPT:

I need help crafting a handling-rejection style cold message using the "Handling Rejection" framework. This format makes it easy for the recipient to suggest an alternative contact while keeping the tone light and pressure-free.

### **The message should:**

- Acknowledge their rejection in a friendly, understanding tone.
- Suggest an alternative company where your solution may still be relevant.
- Keep the ask low-pressure and easy to ignore if they're not interested.
- Use casual, conversational language.

### **Here's some context for my message:**

**My business is:** {{describe your business}}

**My target customers are:** {{describe ideal customers}}

**The previous company they worked at is:** {{describe relevant past employer}}

**The value we provide is:** {{describe core solution and benefit}}



## OOO EMAIL

Leverage absence to create a warm entry point.

### TEMPLATE:

Subject line: Quick question while {{Prospect's Name}} is away

Hey {{FirstName}}, hoping you can point me in the right direction while {{Prospect's Name}} is OOO.

I came across {{Trigger}} and thought {{Your Solution}} might be relevant for them. Would they be open to a chat, or would it make more sense to speak with you first?

## EXAMPLE:

Subject line: Quick question while Sarah is away

Hey Jake, hoping you can point me in the right direction while Sarah is OOO.

I came across Gong's latest hiring spree and thought our SDR ramping solution might be relevant for them.

Reckon they'll be open to a chat when back next week, or would it make more sense to speak with you first?

## THEORY:

- **Urgency Bias:** A prospect being away adds time sensitivity, making the recipient more likely to engage.
- **Social Proof & Relevance:** Referencing a recent trigger event demonstrates awareness of their business situation.
- **Cognitive Ease:** The structure makes it effortless for the buyer to reply.
- **Autonomy Bias:** Giving them the choice in the CTA.
- **Pattern Disruption:** Most OOO messages assume the conversation stops - this keeps momentum going.

## WHEN TO USE IT:

- When a key decision-maker is temporarily unavailable.
- When multi-threading is suitable or when you need an indirect way to engage a secondary stakeholder.



## Pro Tip:

Reference the date when the buyer is back is a subtle but effective personalisation. Remember, people think in specifics, not generalities.

### PROMPT:

I need help crafting an out-of-office style cold outreach message using the "Out of Office Email" framework. This format leverages the temporary absence of a key decision-maker to drive engagement with an alternative contact.

#### The message should:

- Mention the absent decision-maker by name.
- Reference a relevant trigger event to make the outreach feel timely.
- Present the solution naturally without being pushy.
- Give the recipient the option to redirect or engage themselves.

#### Here's some context for my message:

**My business is:** {{describe your business}}

**My target customers are:** {{describe ideal customers}}

**The absent decision-maker is:** {{name of the OOO contact}}

**A recent trigger event is:** {{describe relevant event}}

**The value we provide is:** {{describe core solution and benefit}}



## EXECUTIVE ENGAGEMENT

Leverage leadership to increase response rates.

### TEMPLATE:

Hey {{FirstName}} – {{Your\_Executive}} mentioned you connected on email. Thought I'd drop you a line here. Keep crushing it in the wonderful world of {{Industry}}!

### EXAMPLE:

Hey John – Felix mentioned you connected on email. Thought I'd drop you a line here. Keep crushing it in the wonderful world of healthtech!

## THEORY:

- **Authority Bias:** A message from a senior leader carries more weight and boosts perceived importance.
- **Familiarity Principle:** Referencing a previous interaction (message) builds continuity and reduces cold outreach friction.
- **Social Proof:** A warm handoff from an executive signals credibility and validation.
- **Positive Reinforcement:** The closing line boosts goodwill and makes the outreach feel personal rather than transactional.
- **Cognitive Ease:** The message is short, direct, and easy to reply to, lowering engagement friction.

## WHEN TO USE IT:

- When a conversation has already started via cold outreach but hasn't progressed.
- When targeting high-level decision-makers who are more likely to respond to peers.
- When you need to reinforce credibility and show senior-level interest.



### Pro Tip:

This works best when the executive sending the message has a well-optimised LinkedIn profile and regularly shares thought leadership content.

## PROMPT:

I need help crafting an executive engagement LinkedIn message using the "Executive Engagement Message" framework. This format leverages leadership presence to increase response rates and credibility.

### **The message should:**

- Reference a previous message conversation for continuity.
- Use the name of an executive to add authority and credibility.
- Keep the tone friendly and positive to encourage engagement.
- Be short and easy to reply to.

### **Here's some context for my message:**

**My business is:** {{describe your business}}

**My target customers are:** {{describe ideal customers}}

**The executive reaching out is:** {{name and role of the executive}}

**The previous message conversation was about:** {{briefly describe the topic}}

**The industry we're engaging in is:** {{describe industry}}

# 4.

# COMPONENTS

We've covered the theory. We've covered the templates. Now, let's talk about the building blocks: the words, phrases, and structural elements that make great outreach tick.

The magic lies in the micro details. The power words that make messages pop, the subject lines that get opened, and the follow-ups that actually get responses.

This section is your arsenal. Again, no fluff or fillers. Just the highest-performing outreach components we've refined and battled-tested rigorously.

Use them wisely.

## 156 POWER WORDS

### Adjectives

1. Nifty (instead of effective)
2. Bonkers (instead of impressive)
3. Juicy (instead of valuable)
4. Funky (instead of unique)
5. Badass (instead of excellent)
6. Rad (instead of great)
7. Wonky (instead of problematic)



8. Killer (instead of effective)
9. Ace (instead of perfect)
10. Sweet (instead of good)
11. Savage (instead of impressive)
12. Wild (instead of unexpected)
13. Unhinged (instead of unconventional)
14. Quirky (instead of different)
15. Wacky (increase of creative/unusual)
16. Epic (instead of significant)
17. Legit (instead of legitimate)
18. Snazzy (instead of sophisticated)
19. Banging (instead of excellent)
20. Gutsy (instead of bold)
21. Nutty (instead of complex)
22. Slick (instead of polished)
23. Jazzy (instead of exciting)
24. Dandy (instead of fine)
25. Gnarly (instead of difficult)
26. Zesty (instead of energetic)
27. Swanky (instead of elegant)
28. Snappy (instead of quick)
29. Groovy (instead of excellent)
30. Ritzy (instead of premium)
31. Zippy (instead of fast)
32. Dreamy (instead of ideal)
33. Peachy (instead of perfect)
34. Dapper (instead of polished)
35. Savvy (instead of knowledgeable)
36. Stoked (instead of excited)
37. Cracking (instead of great)
38. Brilliant (instead of excellent)
39. Dodgy (instead of unreliable)
40. Bang-on (instead of spot-on)
41. Naff (instead of unimpressive)
42. Top-notch (instead of high-quality)

- 43. Insanely effective (instead of really good)
- 44. Blinding (instead of amazing)
- 45. Shoddy (instead of low-quality)
- 46. Proper (instead of legit)
- 47. Smashing (instead of fantastic)
- 48. Chuffed (instead of pleased)
- 49. Barmy (instead of crazy)
- 50. Wicked (instead of impressive)
- 51. Corker (instead of excellent)
- 52. Dead simple (instead of really easy)
- 53. A bit ropey (instead of questionable)
- 54. Spot-on (instead of exactly right)
- 55. Jammy (instead of lucky)

## Nouns

- 56. Whiz (instead of expert)
- 57. Mojo (instead of momentum)
- 58. Secret-sauce (instead of strategy)
- 59. Magic (instead of solution)
- 60. Goldmine (instead of opportunity/resource)
- 61. Playground (instead of environment)
- 62. Superpower (instead of capability)
- 63. Blueprint (instead of framework)
- 64. Powerhouse (instead of organisation)
- 65. Jackpot (instead of success)
- 66. Showstopper (instead of challenge)
- 67. Breakthrough (instead of advancement)
- 68. Springboard (instead of foundation)
- 69. Masterpiece (instead of product)
- 70. Magnum Opus (instead of product)
- 71. Brainchild (instead of creation)
- 72. Lifeline (instead of solution)
- 73. Bullseye (instead of target)
- 74. Toolkit (instead of resources)

75. Playbook (instead of strategy)
76. Rando (instead of person)
77. Faff (instead of hassle)
78. Bits and bobs (instead of various things)
79. Graft (instead of hard work)
80. Bodge job (instead of poor work)
81. Kip (instead of nap)
82. Kerfuffle (instead of mess)
83. Belter (instead of standout result)
84. Punter (instead of customer)
85. Chief (instead of boss)
86. Cracker (instead of great thing)
87. Gaff (instead of house/office)
88. A doddle (instead of an easy task)
89. Ledge (instead of legend)
90. Mare (instead of nightmare)
91. Sod-all (instead of nothing)
92. Shambles (instead of disaster)

## Verbs

93. Crushing (instead of succeeding)
94. Vibing (instead of aligning)
95. Moonlighting (instead of working additionally)
96. Jamming (instead of collaborating)
97. Noodling (instead of contemplating)
98. Dabbling (instead of experimenting)
99. Tinkering (instead of iterating/adjusting)
100. Hustling (instead of working diligently)
101. Nerding out (instead of deeply analyzing)
102. Geeking (instead of getting excited about)
103. Skyrocketing (instead of increasing)
104. Zipping (instead of moving quickly)
105. Zooming (instead of progressing rapidly)
106. Cranking (instead of producing)

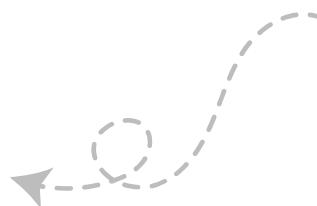
107. Brewing (instead of developing)
108. Rocking (instead of performing well)
109. Swooping (instead of intervening)
110. Sparking (instead of initiating)
111. Buzzing (instead of being active)
112. Cruising (instead of progressing smoothly)
113. Sailing (instead of proceeding well)
114. Blasting (instead of exceeding)
115. Catapulting (instead of advancing rapidly)
116. Churning (instead of producing consistently)
117. Blazing (instead of moving fast)
118. Grafting (instead of working hard)
119. Chinwag (instead of a chat)
120. Give it a bash (instead of try it)
121. Crack on (instead of get going)
122. Bodge it (instead of mess it up)
123. Knackered (instead of exhausted)
124. Whack it over (instead of send it over)
125. Flog (instead of sell)
126. Dodged a bullet (instead of avoided a problem)
127. Lob it over (instead of throw it over)
128. Waffle on (instead of talk too much)
129. Binned it (instead of scrapped it)
130. Had a blinder (instead of did something brilliant)

## Adverbs

131. 1. Insanely (instead of extremely)
132. 2. Wickedly (instead of impressively)
133. 3. Ridiculously (instead of extraordinarily)
134. 4. Phenomenally (instead of exceptionally)
135. 5. Majorly (instead of significantly)
136. 6. Genuinely (instead of authentically)
137. 7. Seriously (instead of significantly)
138. 8. Literally (instead of actually)

- 139. Absolutely (instead of completely)
- 140. Totally (instead of entirely)
- 141. Definitely (instead of certainly)
- 142. Basically (instead of essentially)
- 143. Actually (instead of in fact)
- 144. Honestly (instead of truthfully)
- 145. Technically (instead of specifically)
- 146. Fairly (instead of quite)
- 147. Properly (instead of really)
- 148. Dead (instead of very)
- 149. Well (instead of very, e.g., "well good")
- 150. Massively (instead of hugely)
- 151. Utterly (instead of entirely)
- 152. Bloody (instead of very)
- 153. Bang on (instead of exactly)
- 154. A bit of a (instead of somewhat of a)
- 155. Blimmin' (instead of very)
- 156. Slightly (instead of somewhat)

## 111 HUMAN PHRASES



### Opening Lines

- 1. Quick one for you
- 2. Went down a rabbit hole
- 3. Right then, let's dive in
- 4. Here's a thought
- 5. A little nugget for you
- 6. Bit of a long shot, but here goes
- 7. Reckon you'll like this one
- 8. I'll keep it short and sweet
- 9. No faffing about - straight to it
- 10. Something caught my eye

11. Here's a belter for you
12. Quick idea for you
13. I come bearing gifts
14. Picture this
15. Throwing this your way
16. Not gonna lie
17. Long story short
18. Full disclosure
19. Hope this doesn't seem too abrasive
20. Hear me out
21. Plot twist
22. Here goes nothing
23. Fun fact
24. Brace yourself
25. Warning: unconventional thoughts ahead

## Softeners & Disclaimers

26. Take this with a pinch of salt
27. Could be barking up the wrong tree
28. Bit cheeky, but worth a go
29. Won't take up too much of your time
30. Just chucking this your way
31. Happy to be told to jog on
32. With your permission
33. Just a thought - no worries if not
34. Might be a load of tosh, but...
35. Not gonna lie, this one's a cracker
36. Could be a right old mess, but here it is
37. I know I'm just a rando from LinkedIn
38. Take this with a grain of salt
39. Shot in the dark here
40. Wild guess but
41. Going out on a limb
42. Call me crazy but

- 43. This is either genius or terrible
- 44. This might sound random
- 45. Bit of a long shot
- 46. We're in a similar boat a
- 47. Tentatively assuming
- 48. No pressure at all
- 49. I'd never expect you to believe me
- 50. Out of left field
- 51. Zero strings attached

## Transitions

- 52. On that note...
- 53. And just like that...
- 54. It hit me the other day
- 55. Speaking of which...
- 56. Here's the kicker...
- 57. Won't move the needle but
- 58. While we're at it...
- 59. And here's where it gets interesting...
- 60. Let's cut to the chase...
- 61. Lo and behold
- 62. The cool part is
- 63. Gets interesting when we
- 64. Now for the fun part
- 65. While I've got you
- 66. Side note

## Casual Closes

- 67. Fancy a chinwag?
- 68. Worth a quick natter?
- 69. Up for a cheeky chat?
- 70. If you're game, give me a shout

71. Ball's in your court
72. If I'm way off, just pretend this never landed
73. No rush, just a thought
74. Let me know if it's your cup of tea
75. All ears if you fancy a chat
76. No stress if not, just putting it out there
77. I'll leave it with you
78. When the time's right
79. If this rings any bells
80. If you're up for it
81. Just putting it out there
82. Worth a shot
83. No worries if not
84. Maybe this means nothing
85. If this sparks any joy
86. Food for thought
87. Strike a chord
88. Let me know if you want the deets
89. Down to clown
90. Barking up the right tree here
91. Suspect you've got everything under control

## Engagement Hooks

92. Quick favour...
93. Thought you'd find this interesting
94. Got a minute for a quick thought?
95. Not sure if this is relevant, but...
96. You might have a better take on this...
97. Just something to mull over
98. This wasn't meant for external eyes but here's...
99. Here's a thought - let me know what you reckon
100. Ever thought about this?
101. Tell me if I'm way off here
102. Would love your two pence on this

- 103. Quick question for you
- 104. Curious if you've ever
- 105. Been nerding out about
- 106. Big fan of your work
- 107. Got something for you
- 108. This reminded me of you
- 109. Don't quote me on this but
- 110. Real talk
- 111. Heads up

## 76 PHRASES TO AVOID

### Generic Openers:

- 1. Hope you're well
- 2. Hope this finds you well
- 3. Just checking in
- 4. I trust this email finds you
- 5. Hope you're having a great week
- 6. I wanted to reach out
- 7. I noticed that
- 8. I saw that



### Overused Adjectives:

- 1. Impressive
- 2. Innovative
- 3. Cutting-edge
- 4. Industry-leading
- 5. Best-in-class
- 6. World-class
- 7. Revolutionary
- 8. Game-changing

- 17. Next-generation
- 18. Robust
- 19. Seamless
- 20. State-of-the-art
- 21. Unique
- 22. Powerful
- 23. Advanced

## **Tired Business Jargon:**

- 24. Leverage
- 25. Optimise
- 26. Streamline
- 27. Synergy
- 28. Scale
- 29. Pain points
- 30. Value proposition
- 31. Best practices
- 32. Circle back
- 33. Touch base
- 34. Low-hanging fruit
- 35. Move the needle
- 36. Hit the ground running

## **Desperate Follow-ups:**

- 37. Just following up
- 38. Bumping this to the top
- 39. Checking in
- 40. Circling back
- 41. Following up on my last message
- 42. Just wanted to check if
- 43. In case you missed my last message
- 44. Friendly reminder

## **Cliché Social Proof:**

- 45. Trusted by
- 46. Used by
- 47. Leading companies
- 48. Fortune 500
- 49. Global brands
- 50. Industry leaders

## **Pushy Sales Language:**

- 51. Limited time offer
- 52. Don't miss out
- 53. Act now
- 54. Limited spots available
- 55. Once-in-a-lifetime
- 56. Special offer
- 57. Exclusive deal
- 58. Time-sensitive

## **Vague Claims:**

- 59. 10x your results
- 60. Skyrocket your growth
- 61. Massive results
- 62. Huge opportunity
- 63. Game-changing results
- 64. Transform your business
- 65. Revolutionary solution
- 66. Guaranteed success