

Carbon Credit Outreach Email Template

Subject Lines (test variations)

* Walker Ranch Methane Project - Quick Intro?

* Ca

Email Template - General Version

Subject: Walker Ranch Methane Project - Quick Intro?

[Name],

I'm reaching out as an agent of Walker Ranch Holdings. We recently partnered with Carbon X Credits to permanently plug 23 legacy oil and gas wells on our ranch, the Walker Ranch, in Stephens County, Texas - about 90 miles from where [Company] is building out infrastructure for the Stargate project.

The wells were leaking methane and wouldn't have been plugged without carbon finance. The project generated over 300,000 verified carbon credits through the BCarbon registry, and the 5,000-acre ranch is now undergoing prairie restoration with Texas Parks & Wildlife.

You can see the full project overview here: carbonxcredits.com/projects/walker-ranch

I'd love to share the story of what we accomplished and explore whether there's a fit with [Company]'s sustainability goals. I can speak to the project at a high level, and for any technical or diligence questions, I'd be happy to connect you directly with the Carbon X team.

Would you have 15 minutes for a quick call?

Best,

Steve Ab

Key Points in This Version

[OK] Sets expectations:

* "I

[OK] Story-focused, not technical:

* Do

[OK] No pricing mentioned - that comes later with Carbon X involved

[OK] Clear ask - 15 minutes for a call

Attachment Strategy

Option A: No attachment (recommended for first email)

* Ke

Option B: One-page PDF summary

* Or

My recommendation: No attachment on first email. If they reply asking for more info, then send a one-pager or offer to connect them with Carbon X.

Personalization by Company

For Stargate partners (Microsoft, Oracle, OpenAI, etc.):

> "...about

For Texas utilities/energy (Oncor, NextEra):

> "...in St

For data center companies (Digital Realty, Equinix):

> "...about

For renewable developers (Invenergy, Pattern):

> "...in St

Your Role on the Call

You ARE:

* Th

You are NOT:

* Th

If asked technical questions:

> "Great
with Tayl

Follow-up if No Response

Wait 5-7 business days, then:

Subject: Re: Walker Ranch Methane Project - Quick Intro?

[Name],

Just floating this back up - would love to share the Walker Ranch story if you have 15 minutes.

Happy to work around your schedule.

Best,

Steve
