

Cold Email Templates

Proven templates for reaching buyers and investors

Personalize each template for maximum impact and response rates



01

Investor Introduction Email

Subject: [Company Name] - [Brief Value Prop] seeking [Amount] funding

Hi [Investor Name],

I'm [Your Name], founder of [Company]. We're [brief description of what you do] and solving [specific problem] for [target market].

Key traction highlights:

- [Impressive metric #1 - e.g., 200% YoY growth]
- [Impressive metric #2 - e.g., 50+ enterprise customers]
- [Impressive metric #3 - e.g., \$2M ARR]

We're raising [amount] to [specific use of funds - e.g., expand sales team and accelerate market penetration]. Given your investment in [similar company/sector], I thought this might align with your portfolio interests.

Would you be open to a brief 15-minute call to discuss the opportunity?

Best regards,

[Your Name]

[Title]

[Company]

[Direct phone] | [Email]

02

Follow-Up Template

Subject: Re: [Original Subject] - Quick update

Hi [Name],

I wanted to follow up on my email from [timeframe] regarding [brief recap of original topic].

Since then, we've [new development/milestone/progress that adds urgency or credibility].

I understand you're busy, but given [relevant reason - e.g., market timing, strategic fit, limited opportunity window], I'd still value the chance to connect.

Even a brief 10-minute call would be incredibly helpful to explore if there's mutual interest.

Best,

[Your Name]

03

Pro Tips for Success

- Research each recipient - reference recent news, investments, or company updates
- Keep subject lines under 50 characters for mobile readability
- Include 2-3 specific, impressive metrics that demonstrate traction
- Follow up 2-3 times, spaced 1-2 weeks apart
- Always include a clear, specific ask (meeting, call, introduction)
- Send on Tuesday-Thursday, 10am-2pm for highest open rates
- A/B test different subject lines and value propositions

Warm Introduction Request

Hi [Mutual Connection],

I hope you're doing well. I'm reaching out because I'm currently [fundraising/exploring strategic partnerships] and I know you have a great relationship with [Target Person].

Would you be comfortable making a brief introduction? I'd be happy to provide a short overview of what we're working on.

Thanks so much!

Industry Expert Outreach

Hi [Expert Name],

I've been following your work in [industry/field] and particularly appreciated your insights on [specific topic]. I'm working on [brief description] and would love to get your perspective. Would you be open to a brief call?