

## Cold Pitch Email Ideas

\*Do not use these word for word – use them as ideas. You could even input these in ChatGPT and ask for variations of it. For example: “Use this email to draft one similar, but for X business...”

### EMAIL EXAMPLE 1

Hi Name,

Does your business need braces?

I know that may sound weird because you're an orthodontist...

But there's a good chance your business's “teeth” are crooked. And I'd like to fix them for you.

See, most orthodontists make one big mistake in their business.

They don't use their email list to bring in new patients.

If that's you...don't worry, it's not your fault. You're busy making beautiful smiles. Not writing emails to grow your business.

That's where I come in.

I help orthodontists like you grow your business through email marketing (without annoying your potential customers).

I help you through my 3 step system called “The Triple R.”

It's three simple steps to increase your Revenue, Reviews, and Referrals.

I noticed you only have X reviews on Google. I'd like to get that number higher.

If you wanna talk about how I can grow your business just hit reply to this email and we can have a quick 5 minute chat to see if it's a good fit.

The last thing I want to do is waste your time (or mine). So if you don't wanna talk after the 5 minutes I won't be offended.

If we do wanna keep talking I'll show you how I can make you money with no risk on your end.

If I don't make you more than you pay me, you won't have to pay a dime.

Just book a time on my calendar at your convenience and we'll do that quick 5 minute chat.

If none of those times work for you, just reply with 3 times that are good for you and we'll make it work.

Signature

## **EMAIL EXAMPLE 2**

Hi Name,

{personalized compliment} I won't waste your time. Because it must be exhausting being the best dad and golfer in America.

So I broke my pitch down into 3 bullets:

- {compliment your prospect} Your socials are some of the best I've ever seen
- {neg your prospect} Your YouTube makes you look like a homeless man found a camera and started making content yesterday
- {pitch offer + guarantee} I'll edit your YouTube videos and help you grow your channel by 2x in 2 months or you don't pay

{explain offer importance} YouTube is still the best platform to build an audience on, and if you do it right, it can feed every part of your business for eternity.

{CTA with link} Let's jump on a call and I can walk you through how I can help.

{offer case studies} I'm more than happy to send you over links to accounts I manage + case studies.

- Your name

### **EMAIL EXAMPLE 3 - Rev share model**

Hi Name,

[Compliment or reference how you're connected if you know them in some way]

I'm curious - are you currently running monthly promos for any of your offers, including your high-ticket offer?

If not, you could be leaving 5k+/mo on the table like some of my clients have discovered.

Using this model, some business owners have even added 5 figures monthly (obviously this depends on list size and offer price).

I write these promos for clients purely on a commission-only basis.

So that means no retainer. No contract. No hidden costs.

Instead, I handle everything – writing amazing promos in your voice your audience will love...

And you only pay a small cut of the sales I'll bring in each month.

Are you opposed to having a conversation about it?

If not, you can [click here](#) to book in a call to chat more.