**Cold Email Templates**

**Cold Email Template #1**

Subject Line #1: Freelance Copywriting

Subject Line #2: Quick Marketing Question…

Hi [First name],

My name is [First name, Last name] and I’m a freelance [type of writing — sales, marketing, content, etc.] writer with more than [No.] years’ experience in the [industry] space. Do you hire outside writers for any of your projects?

If so, you can find samples, the services I offer and projects I’ve worked on, and how I can help you meet your marketing goals on my website [web address].

I’d love to set up a quick call to see how I may be able to help you.

Thanks. Look forward to hearing from you soon.

**Cold Email Template #2**

Subject Line: Are your [type of project] working?

Hi [First name],

I’m [First name, Last name] and people hire me to write [type of project] for them.

Quick question — how are your [type of project] working out for you?

I’ve been writing [type of project] for [No.] years and may be able to help you free up time in your schedule by taking on these types of projects for you.

You can learn more about me by visiting my website [web address]. Then, let’s set up a time for a quick phone call.

Thanks. I look forward to speaking with you soon.

**Cold Email Template #3**

Subject Line: Question about your [project type]

Hi [First name],

I was at your website and saw that you use a lot of [project type]. Do you have an in-house writer for these projects? Or do you work with outside professionals?

As a writer who focuses on [mention several project types], I may be able to help you get your projects completed faster and more cost-effectively.

Take a look my website [web address] to learn more about me and the services I offer.

Perhaps we can schedule a quick phone call to discuss how I may be able to help you.

I look forward to the opportunity to speak with you soon.

**Cold Email Template #4**

Subject Line: Your opening for [job title]

Hi [First name],

I see you’re searching for a full-time [job title]. I’m a freelance [type of writing — sales, marketing, content, etc.] writer specializing in the [industry] industry.

The process of finding and bringing onboard the right person can be time-consuming. In the meantime, there’s a lot of work that’s either not getting done or being added to someone else’s plate.

While I’m not looking for a full-time position, I thought I might be able to help you with some of your projects until you fill your opening. If you’re interested in getting some interim help, you can learn more about me on my website [web address].

Shall we get on a phone call?

**Warm Email Templates**

**Warm Email Template #1**

Subject Line: Congratulations on [recent news published about company]

Hi [First name],

Congratulations on the recent news about [recent positive news] that was mentioned in [publication or site where the news was published].

This type of news often leads to the need for more marketing. As a freelance writer focusing on the [industry] industry, I may be able to help you with this.

Would you like to schedule a quick call to discuss how we can work together? In the meantime, feel free to visit my website at [web address].

Once again, congratulations. I look forward to speaking with you soon.

**Warm Email Template #2**

Subject Line: Mutual connection with [name]

Hi [First name],

I noticed on LinkedIn that we share a connection with [name] of [company].

This led me to your profile and your company’s website. I see that you use [project type]. I’ve been writing [project type] for the [industry] industry for [No.] years. But what sets me apart from other writers is [identify why you’re different].

You can learn more about me on my website [web address]. In the meantime, would it make sense to schedule a brief call?

I look forward to speaking with you soon.

**Warm Email Template #3**

Subject Line: Congratulations on your promotion

Hi [First name],

Congratulations on being promoted to [new title] at [company]. What an exciting time!

In your new role, you may be responsible for [type of writing] or [list of project types] projects. This is where I may be able to help. I’m a freelance [type of writing — sales, marketing, content, etc.] writer with more than [No.] years’ experience in the [industry] industry.

To help you transition into your new role, I can help you by taking on some of these projects for you.

Would you like to schedule a brief call to discuss this further? You can learn more about me on my website [web address].

Once again, congratulations!

**Warm Email Template #4**

Subject Line: Congratulations on your new position

Hi [First name],

Congratulations on moving to [company] as [new title]. What an exciting time!

In your new role at [company], you may be responsible for [type of writing] or [list of project types] projects. This is where I may be able to help. I’m a freelance [type of writing — sales, marketing, content, etc.] writer with more than [No.] years’ experience in the [industry] industry.

To help you transition into your new role, I can help you by taking on some of these projects for you.

Would you like to schedule a brief call to discuss this further? You can learn more about me on my website [web address].

Once again, congratulations!

**Follow-Up Templates**

**Follow-Up Template #1**

(If you’ve had no response to your prospecting email)

Subject line: About my last email…

Hi [First name],

A quick follow up to the email I sent you [day].

With the number of emails you must receive a day, I know my email could have easily slipped down the list. But I wanted to make sure you didn’t miss my offer: I can help you with your [type of writing — sales, marketing, content, etc.] writing needs if you do any work with freelance writers, either as a regular part of your writing needs or to burst resources on a big project.

Let’s set up a quick call.

**Follow-Up Template #2**

(If you’ve already had one phone call)

Subject line: When last we spoke…

Hi [First name],

A quick follow up to our phone call [day].

I enjoyed discussing how I can help you with [project type]. If you’re ready to move forward, I’ll prepare your proposal and have it to you tomorrow.

Thanks in advance for keeping me posted.

**Follow-Up Template #3**

(If you’ve already sent a proposal)

Subject line: Moving forward with [project type]

Hi [First name],

A quick follow up to the [project type] proposal I sent you [day].

If you’re ready to move forward, I’ll prepare the agreement and have it to you tomorrow. Or, if you have questions on the proposal, let’s get on a quick phone call.

I’m looking forward to the opportunity of working with you.

**Reply Template**

**Inquiry Reply Template**

(When someone reaches out to you)

Hi [First name],

Thank you for asking about the services I offer.

I’d be delighted to help you achieve your goals with [type of writing — sales, marketing, content, etc.] writing.

The best way to start is with a phone conversation so I can understand your company, your mission, and the scope of your project.

What is the best time for you (ET)?

* Day, Date — list several times
* Day, Date — list several times
* Day, Date — list several times

[or if you have a [Calendly](https://calendly.com/) link set up to your calendar, you can insert that here]

Thanks. I look forward to speaking with you soon.

**Touching Base Templates**

These are for use with clients you have worked with in the past.

**Touching Base Template #1**

Subject line: Touching base

Hi [First name],

It’s been awhile since we’ve been in touch, but I’m in the process of scheduling projects for the next [month or quarter], so I’m checking to see if you have any projects you’d like me to work on during that time.

I enjoyed working on the [project name] project and would like to help you out again.

Looking forward to hearing back from you.

**Touching Base Template #2**

Subject line: Will be out of the office

Hi [First name],

Wanted to let you know I’ll be out of the office for the month of [month (or other time frame)]. Do you have any projects you were planning for that time frame that you’d like me to complete this month?

Please let me know in the next day or two as I want to make sure I can fit you in before I’m not available.

Talk to you soon.