

Your Cold Email Success Checklist



Ensure the recipient matches your ICP

Make sure your offer is relevant to the prospect you're emailing.



Write a compelling subject line

Build curiosity with your subject lines to encourage prospects to open your emails. Keep them short and personalize where possible.



Introduce yourself

Start your email with an introduction so the prospect knows who you are and why you're contacting them. Be sure to give attention to your tone and voice.



Personalize your messaging

Speak to the prospect's specific pain points and make more personal references where appropriate. For example, refer to a LinkedIn post they've recently written.



Leverage intent data and optimize your send time

Send your emails when prospects are already showing interest in your company's products or services and when they are most likely to open.



Have a clear call-to-action

Be specific about the action you want your prospect to take, and state it clearly at the end of the email.

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