

My High-Converting Cold Email Templates for Freelancers

Brought to you by: [Ryan Robinson](#)

Real quick before grabbing these templates!

If you haven't read my full post on [the art and science of writing effective cold emails](#), I highly recommend finishing that entire post before implementing these templates.

These templates are the copy & paste tools you can use, but without a proper understanding of the psychology behind using them to achieve your desired effects, they won't be nearly as effective.

Plus, in [this post](#) I also cover the exact follow up schedule you should use to check in (without being annoying) on the clients you're cold emailing for the weeks after you hit send.

Alright, here are the templates!

Cold Email Template #1: "Your Feature on My Blog".

Subject Line: *Your feature on my blog*

Body: *Hey [First Name],*

I've been a fan of what you've been doing with [Company Name] over the past couple of years.

I'm reaching out because I'm working on a new piece geared towards [topic of the blog post you're writing] from those who've already been through this experience themselves and I'd love to hear your take on it. The post will be publishing to my blog [optional—that gets x # of readers] and I'd love to get a quick quote from you to include in the piece if you're up for it.

If you'd be able to answer this question in a few sentences, that would be amazing:

*[Relevant question/challenge that will give them an opportunity to showcase their expertise]?
How do you advise people on overcoming that challenge?*

[Your Name]

Cold Email Template #2: The “Referral” Warm Up Hack.

Subject Line: *Contributing to [Company Name] ([Connection] referral)*

Body: *Hey [First Name],*

I've been loving the [relevant (true) complement based on the work in your discipline] coming out of the [Company Name] for the past few months, especially the recent [relevant post, design, rebrand, feature, update and a quick note showing you actually looked at it].

One of my acquaintances, [name of connection] is a contributor to the [Company Name] and she recommended I reach out to you to see if it'd be a good fit for me to contribute as well. Right now, I typically [one liner about the services you offer and niche that it's in, showing your clearly a good potential hire for them].

[If possible, add an extra sentence highlighting relevant past work or offering up more industry credibility boosters.]

Let me know if this sounds interesting and I'd be happy to put together a few ideas on a [deliverable] we can test out!

[Your Name]

Cold Email Template #3: The Direct Approach.

Subject Line: *[Company Name] [Service] (and mention)*

Body: *Hey [First Name],*

I wanted to reach out and give you a heads up that I've been loving the [your service medium] coming out of [Company Name] these past few months. I can appreciate great [your service medium] when I see it :)

Just shared your recent [post, project, design, rebranding work, app, etc] about [xyz] with my audience on Twitter and I also mentioned the platform as a great resource in one of my recent blog posts [link].

The other reason I'm reaching out is because a large part of my business is working with brands like [reference any relevant past clients or even full-time gigs] and others to help scale [your core service offering].

Would you be up for chatting about [Company Name's] [your core service offering] or connecting me with someone else on your team if that'd be a better fit?

[Your Name]

P.S. Here's where you can read more [link to portfolio page if possible] about my process and the clients I've worked with.

Thanks for downloading.

I'm always happy to help with free tips and advice. Just shoot me an email: ryan@ryrob.com

And remember, in my [full post about writing cold emails](#), I break down real case studies for each of these (including screenshots) and explain when you should use each of these cold emailing strategies.

Happy cold emailing!