

Templates should be used to
personalize faster –
not send faster.

Research.

Brief. Blunt. Basic.



Avoid asking for a meeting in your cold email.

Provoke a discussion.
(that leads to a meeting)

Don't reveal your intent in the subject line!



Resist the urge to

Request a **meeting**

Talk about **you** or cite **analysts**

Take **> 15 seconds**

Include **links** or **attachments**



Resist the urge to

Asking 'leading' questions

Ask for a **referral**

Persuade or convince

PUSH

