

# Outreach Templates

3 ready-to-send scripts for warm, lukewarm, and cold contacts.

## Warm Outreach (Friends, Colleagues, Past Clients)

- Subject: Quick question for you
- Hey [Name], I just launched [product/service] to help [audience] with [problem].
- I thought of you because [specific reason — you mentioned X / you work in Y].
- Would this be useful for you or someone you know? Here's the link: [URL]
- No pressure at all — just wanted to share it with people I trust first.

## Lukewarm Outreach (Acquaintances, Online Connections)

- Subject: [Specific result] for [their role/industry]
- Hi [Name], I've been following your work on [specific thing] — really impressive.
- I created [product/service] that helps [audience] achieve [specific outcome].
- I'd love to get your take on it. Here's a quick look: [URL]
- Happy to send a free copy if you're interested in checking it out.

## Cold Outreach (Strangers, Potential Partners)

- Subject: Idea for [their audience/business]
- Hi [Name], I noticed you [specific observation — your post about X / your audience of Y].
- I built [product/service] that solves [specific problem] for [specific audience].
- Would you be open to a quick look? I think your [audience/readers/clients] would find it useful.
- Either way, keep up the great work on [specific compliment]. — [Your name]

## Follow-Up (For Any of the Above, 3-5 Days Later)

- Subject: Re: [original subject line]
- Hi [Name], just bumping this in case it got buried.
- Happy to answer any questions — or no worries if the timing isn't right.
- Keep it to 2 sentences max. Don't re-pitch.