1. **Cold Email Introduction to a Sales Lead**

**Subject Line:** Offering [prospect name] Value Through [product or service offered]

Hi [lead first name],

I saw on your website that you [something about the lead that makes them a good fit for your business offerings], so I wanted to reach out personally. My name is [your name], a [job position] at [company name].

We provide [product or service] to [specific niche you sell to] businesses like yours. Our unique approach to [product or service] includes [differentiating product or service attributes], giving you the benefits of [value of using your product or service].

I’d love to schedule a call to learn more about some of the everyday pain points you might experience in [area or function of business your solution solves]. Are you free this Tuesday at 2 p.m. or Thursday at 1 p.m.?

Talk soon,

[Your name], [title]

[Company]

[Email address]

[Phone number]

[Company website]

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2. **Event Follow-up Introduction to Connection Email**

**Subject Line:** Hi [connection name]! Great Meeting You at [event name]

Hi [connection’s first name],

It was a pleasure meeting you at [event]. I hope you enjoyed the [specific activities of the event] as much as I did.

I’d love to continue our conversation about [previous conversation from the event] and see if we might be able to [objective of further connecting—either providing product/service or developing a partnership].

Like I said when we talked, [something you discussed that showed how you can add value to the recipient]. Let me know if you’re available for a call in the next week or so to discuss further.

Talk soon,

[Your name], [title]

[Company]

[Email address]

[Phone number]

[Company website]
3. Online Lead Submission Email Introduction

**Subject Line: Thank You for Your Inquiry**

Hi [lead name],

My name is [your name], a [job position] for [company name]. Thank you for expressing interest in our [product or service]—I hope we can assist!

To get started, I’d love to schedule a time for a call to discuss your [area or function your solution solves] needs. What’s your availability over the next few days?

Talk soon,

[Your name], [title]

[Company]

[Email address]

[Phone number]

[Company website]

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4. Major Event or Development Introduction Email

**Subject Line: Hi [lead name], Have You Heard About [major event]?**

Hi [lead name],

My name is [your name], a [job position] from [company name]. I wanted to reach out in regard to the recent [major event] as the implications are entirely relevant to you and [their organization name].

[Brief description of event, study, or innovation].

With that being said, I’d love to schedule a call to discuss how we can help you navigate the [industry or product/service] as a result of the [major event].

What’s your availability like over the next few days?

Talk soon,

[Your name], [title]

[Company]

[Email address]

[Phone number]

[Company website]
5. **Introducing a New Product or Service Email**

**Subject Line: Introducing [new product or service] to [lead/customer name]**

Hi [lead/customer name],

Hope all has been well since we last spoke. I wanted to reach out about a new [product or service] we are now offering that might be of interest to you.

[Briefly describe the new product or service]

If this new offering is something you’re interested in learning more about, please let me know so we can get a call scheduled to discuss details and answer any questions you may have.

Talk soon,

[Your name], [title]

[Company]

[Email address]

[Phone number]

[Company website]

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6. **New Point of Contact Business Introduction Email**

**New [job position title]**

Hi [customer name],

I wanted to reach out about some changes to your account and point of contact. Starting [date account manager is leaving our team], I will be leaving the company to pursue a new opportunity. That being said, I’ve cc’ed [name of new contact], your new [job position title], and point of contact moving forward.

Please feel free to reach out if you have any questions or concerns about the change and we can happily address them. I can promise you will be in good hands!

Thank you,

[Your name], [title]

[Company]

[Email address]

[Phone number]

[Company website]
7. Requesting Professional Advice or Expertise Email

Subject Line: Seeking Expertise from [expert’s name]

Hi [expert’s name],

My name is [your name], a [job position] from [company name]. I wanted to reach out as I’ve heard you are an expert in [subject you need expertise in] and might be able to help me navigate the space.

Currently, [description of current state of business, writing project, or product development]. Would you be available for a call to go over this and help me out a little bit?

Talk soon,

[Your name], [title]

[Company]

[Email address]

[Phone number]

[Company website]

8. Potential Partnership Email Introduction

Subject Line: Partnership Opportunity with [recipient organization name]

Hi [contact name],

My name is [your name], a [job position] from [company name]. I wanted to reach out about a potential [type of arrangement referral, marketing, distribution] partnership opportunity. Based on my research thus far, I see a lot of synergy between our two businesses.

I know your business provides [product or service] to [specific marketing niche they focus on], and I think we can work well together to [type of arrangement] as my firm offers [product or service] to a similar market.

I’d love to schedule a call to discuss this in much more detail and see where there is a collaborative opportunity. What’s your availability like over the next few days?

Talk soon,

[Your name], [title]

[Company]

[Email address]

[Phone number]

[Company website]
9. Introducing Yourself to a New Organization Email

**Subject Line:** Introduction to Members of [organization name]!

Hi everyone,

My name is [your name], a new [member/employee] of [organization name]. I’m excited to get the opportunity to [work with, network with, get to know] all of you.

[Include a brief description of your past experience, former employment, or context to why you joined the organization].

If you have the time, I’d love to get a chance to have some one-on-one calls to learn more about each of you and see if I can be of value to you.

Feel free to reach out individually so we can get something on the calendar!

Talk soon,

[Your name], [title]

[Company]

[Email address]

[Phone number]

[Company website]