

## Example Introductory Emails

When it comes to sending out cold emails to introduce a startup to Corp Dev (or someone similar), I advocate for a few simple guidelines.

1. Brevity is key.
  - a. We all get too much email these days. The best rule of thumb I've seen is to make sure that your email can be consumed in about 30 seconds or less (and if you are unsure, set a timer, and read the email back to yourself).
2. A point of connection is helpful.
  - a. While it is OK to reach out cold, it is always helpful to reference some connection (person or event) with the company that acted as a catalyst for this outreach.
3. Tailor your positioning.
  - a. The positioning exercise completed earlier should make it easy to frame your startup. For this context, it may make sense to simplify this positioning, then tailor it to maximize the intended audience's interest.
4. Reason for contact (and assuage concern).
  - a. People generally try to avoid a direct pitch that requires a hard "No" from the recipient. If this is not the case, it is beneficial to state the reason for outreach, and that reason is something easy to say "Yes" to, like exploring the possibility of a relationship.
5. Have an "Ask".
  - a. Any cold email should contain a very specific call to action, which presumably, in this case, will be an in-person meeting.

So, the format I would recommend is:

**[Connection point], [Tailored positioning], [Reason for contacting], [Specific ask]**

### Example 1

*Susan,*

*We haven't met, but I spoke to a colleague of yours (John Doe) at the SaaStr conference, and I thought it would be a good idea if we connected.*

*We are a 12 person SaaS company trying to make the personnel onboarding process ten times easier. We have developed an application based on "the Scribble Method," the author of which we are happy to count as an investor, and currently have over 100 active customers.*

*I believe this is an area of interest of yours, and I thought it would be useful to develop a relationship as it may make sense to partner or explore other more strategic opportunities as we continue to gain more traction.*

*I'd love to set up a 30-minute introductory meeting at some point in the next two weeks. Can you let me know if any times work particularly well?*

## **Example 2**

*Amit,*

*I just read the blog your CEO posted on the importance of app-level security and wanted to reach out.*

*Epsilon is a 6-person AI startup, and our mission is to ensure that all inter-app communication is ISO 270001 compliant. We've recently released a beta version of our product, and four different corporate clients are testing it.*

*It feels like we have overlapping spheres of interest, and I thought it might be useful to connect. I don't know if there is potential here for a future partnership, but at the very least, I thought we might be helpful neighbors.*

*In either case, I'd love to set up a brief zoom meeting to introduce ourselves and connect. Do you have an open slot in the next week or two?*

## **Example 3**

*Bill,*

*I spoke to one of your account managers (Jane Doe) earlier this week, and she recommended that I reach out to you.*

*You may already be familiar with our company. At Zeta.com we are committed to becoming the lowest-cost and commitment-free billing solution for SMB's. We recently closed our Series C financing, and a recent review showed that more than 80% of our 1,000 clients are also users of your platform.*

*Surprisingly, our paths haven't crossed before now, but I'd love to make the connection now and explore the possibility of a strategic relationship. This feels like something that could make sense for both teams.*

*Perhaps we could find the time to get together and discuss it next week? Let me know your availability.*

The final point I would like to make when sending out cold emails is that persistence is OK but being annoying is not. Emails get buried, and people get busy, so it is totally OK to follow up once or twice.

After that, drop it for a period of time and then try again, perhaps target a different individual. If there really is no interest there, it doesn't help your cause by continuing to bombard them. You need to find another way in – which most likely means finding someone to give you a personal introduction.