FREE SAMPLE

3 Cold Email Templates

From the Freelance Client Pipeline Kit

Three of the strongest templates from the full 38-template swipe file: a value-first cold email, a measurable niche pitch, and a high-reply break-up email. Replace every {placeholder} before you send.

Personal-use sample. Full kit: tracker, 38 templates, rate card, one-page proposal — $19.

How to use these 3 templates

These are real templates from the full Cold Email Swipe File (38 templates). Each one has a slot for a **specific observation** about the prospect — that single line is what makes a cold email read like it was written for one person.

Before you send

- Replace every {placeholder} (search for “{” before you hit send).
- Add one real observation about this prospect — a blog post, product, job ad, or launch.
- Keep the first email under ~120 words.
- Send manually. If they ask you to stop, stop.

The full kit also includes the Client Outreach Tracker, the remaining 35 templates (LinkedIn, X DMs, proposals, referrals), a fillable rate card and a one-page proposal.

W1 WRITERS · COLD EMAIL (SERVICE OFFER)

Cold email: blog content offer

Subject: Quick idea for {Company}'s blog

```
Hi {First name},

I was reading {Company}'s blog and noticed the last post went up in {month}. Your post on {topic} is genuinely useful - it answers a question I'd guess your sales team hears every week.

I write {niche} content for companies like yours. A quick idea: a 4-post series on {topic 1}, {topic 2}, {topic 3} and {topic 4} - the questions people type into Google right before they book.

Would it be useful if I sent over 3 headline options and a short outline for the first one? No charge, no call needed.

Thanks,
{Your name}
{Portfolio link}
```

Why it works: Opens with proof you actually read their content, then offers a free, tiny next step instead of asking for a call.
When to use: Day 0. Best for companies with a blog that has gone quiet for 2+ months.

DV1 DEVELOPERS · COLD EMAIL (SERVICE OFFER)

Cold email: site speed / bug fix

Subject: {Company}'s site on mobile

```
Hi {First name},

I ran {Company}'s homepage through Google PageSpeed - on mobile it scores {score} and takes about {X} seconds to load, mostly because of {large images / unused scripts / a slow plugin}.

I'm a {WordPress / Shopify / web} developer and fix this kind of thing as a fixed-price job: compress and lazy-load images, remove dead scripts, set up caching. Typically 1-2 days, ${rate}.

Want me to send the 5 specific fixes I'd make? Free, no call needed.

{Your name}
{GitHub / portfolio}
```

Why it works: Leads with a measurable problem they can verify themselves in 30 seconds.
When to use: Day 0. Run the test first and quote the real numbers.

B2 ALL FREELANCERS · BREAK-UP / LAST BUMP

Break-up email: multiple choice

Subject: Re: {original subject}

```
Hi {First name},

I don't want to keep filling your inbox, so one last note. Just reply with a number:

1 - Interested, let's talk
2 - Not now, check back in {3/6} months
3 - Not a fit, please don't follow up

Thanks either way!
{Your name}
```

Why it works: Makes replying take 2 seconds; option 2 gives you permission to follow up later.
When to use: Day 14, as an alternative to B1. Works well for busy executives.

Want the full kit?

This sample is 3 templates. The full Freelance Client Pipeline Kit gives you everything to find, pitch and close clients this week:

- Client Outreach Tracker (Excel / Google Sheets) with status drop-downs and overdue highlighting
- Cold Email Swipe File — 38 annotated templates (email, LinkedIn, X, proposals, break-ups, referrals)
- Fillable 3-tier Rate Card + 2 filled examples
- One-Page Proposal template + filled example
- README with a first-7-days checklist

Get the full kit — $19

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