

Downloadable cold email templates

B2B SaaS Cold Email Template

Subject: Quick question about {{CompanyName}}'s growth goals

Hi {{FirstName}},

I've been following {{CompanyName}} and noticed you're scaling fast—congrats! I work with SaaS teams to streamline {{specific pain point}}, and I thought it might be worth a quick intro.

We recently helped {{SimilarCompany}} reduce churn by {{X%}} in three months using {{solution}}. Would a short call this week make sense to explore the same for you?

Looking forward,
{{YourName}}
{{YourTitle}}
{{YourCompany}}
{{YourEmail}} | {{YourPhone}} | {{YourWebsite}}

Recruiter Outreach Cold Email Template

Subject: Let's chat about a new opportunity at {{YourCompany}}

Hi {{FirstName}},

I came across your background and thought your experience with {{relevant skill}} could be a great fit for a role we're hiring at {{YourCompany}}.

We're growing fast and looking for team members who thrive in {{insert detail about company culture or mission}}. Would you be open to a quick chat this week? ☕
I'm free Tuesday at 2 p.m., Wednesday at 10 a.m., or Friday afternoon—do any of those work for you?

Best,
{{YourName}}
{{YourName}}
{{YourTitle}}
{{YourCompany}}
{{YourEmail}} | {{YourPhone}} | {{YourWebsite}}

Networking Cold Email Template

Subject: Loved your post on {{topic}}—would love to connect

Hi {{FirstName}},

I really appreciated your recent thoughts on {{topic}}. I'm working on something related and would love to hear how you're approaching {{related challenge}} 🤔—happy to share what I've been seeing on my side, too.

Would you be open to a quick virtual coffee sometime next week? No pressure—just looking to connect with like-minded folks in the space!

Warm regards,
{{YourName}}
{{YourTitle}}
{{YourCompany}}
{{YourEmail}} | {{YourPhone}} | {{YourWebsite}}