

# BUILDING BLOCKS TO COLD EMAIL INTRODUCTIONS

CRM with  
twitter  
integration  
for  
{company}

## SUBJECT LINE

SHORT

NO FALSE PROMISES

ONE HIGHLIGHT

OF THE VALUE

YOU PROVIDE

Hi John,

I'm going to be direct,  
I found {{company}}  
on Twitter and  
noticed your profile is  
very popular. You  
must be wondering  
how to convert  
followers into leads  
and {my\_company}  
can help you do it.

## CORE MESSAGE

SIMPLE GREETING

THEY HAVE A GREAT  
COMPANY, YOU WOULD  
LIKE TO TALK ABOUT  
A SPECIFIC PAIN BECAUSE  
YOU HAVE A SOLUTION

"YOU'RE CONNECTING BECAUSE YOU BELIEVE THIS COULD BE THE  
START OF A MUTUALLY BENEFICIAL RELATIONSHIP"

Do you have  
15 minutes  
this week so  
we could  
discuss your  
needs on  
Skype?

## CALL TO ACTION

STRONGLY INDICATE THAT

YOU WANT YOUR NEXT

STEP TO BE A

CALL/MEETING

DEFINE HOW YOU WOULD

LIKE TO CONNECT NEXT

TIME