

# 10 Cold Email Formulas

## That Just Plain Work

For years copywriters have used basic scientific principles of persuasion and influence to come up with a number of writing techniques that reliably draw readers into their content. These formulas just plain work – and can stop people in their tracks and compel them to read your cold email.

Here are 10 of the best formulas we've come across, as seen in real-world cold email examples from Yesware sales reps and others.

### 1. Before-After-Bridge (BAB)

**Before** – Here's your world now

**After** – Imagine what the world would be like if you solved this problem

**Bridge** – Here's how to get there

The screenshot shows an email interface with a subject line, recipients, and a main body. The body text is highlighted in three sections: a green section for 'BEFORE', an orange section for 'AFTER', and a blue section for 'BRIDGE'. A 'Send' button is at the bottom right. A circular callout on the right says 'CLICK - TO - COPY'.

**Subject**

Recipients

Subject


Hi Mary,

If you're like most companies, sales transactions increase significantly in Q3/Q4, yet most executives have no way of knowing the ROI of their commission spend. ← **BEFORE**

Xactly's compensation platform allows you to customize sales plans that cut errors in payments and eliminate the pain of calculating and adjusting commissions for your reps. ← **AFTER**

If you are willing to give us 15 minutes, I can show you how on average our customers see a 19% lower sales turnover, 5% more reps hitting quota and 37% faster sales cycles. ← **BRIDGE**

What's the best way to earn your ear for a few minutes and share how your peers are leveraging incentive pay to drive corporate strategy?

 [Send](#)

### 2. Problem-Agitate-Solve (PAS)

**Problem** – Identify a pain point

**Agitate** – Agitate that pain point

**Solve** – Offer a solution

The screenshot shows an email interface with a subject line, recipients, and a main body. The body text is highlighted in three sections: a green section for 'PROBLEM', an orange section for 'AGITATE', and a blue section for 'SOLVE'. A 'Send' button is at the bottom right. A circular callout on the right says 'CLICK - TO - COPY'.

**Subject**

Recipients

Subject

Hi Alex,


I noticed on your careers page that you're hiring Sales Development Reps who diligently keep track of their activity in Salesforce. ← **PROBLEM**

Would love a few minutes to discuss how Yesware removes this burden. ← **AGITATE**

Yesware helps clients like Acquia, Zenefits, and New Relic to aggregate & automatically sync activity data to Salesforce to:

- Reduce manual Salesforce entry by 1 hr/rep/day ← **SOLVE**
- Cut activities per win in half
- Increase booked meetings by 10-15%

Would you be open to call next week to see how we could help your team?

 [Send](#)

### 3. But You Are Free

Make a request, and then tell your prospect they're free to do whatever they'd like.

This email template is for the 'But You Are Free' strategy. It features a subject line, a recipient field, and a body with several paragraphs. The first paragraph is a greeting. The second paragraph is a thank-you note. The third paragraph is a request to tweet an article. The fourth paragraph provides a quick tweet link. The fifth paragraph is a closing statement. A 'Send' button is at the bottom right. A blue circle with 'CLICK - TO - COPY' is in the top right corner. Green arrows point to the request and the tweet link, with the label 'BYAF' in green.

**Subject**

Recipients

Subject

Hi Yesware,

First off, thanks for the epic product - you've made the internet a better place!

I'll be brief - I'm sure you're busy. We are an early-stage tech startup, and we are trying to build our blog. We've been working hard on the articles to make it awesome for fellow entrepreneurs and people who love productivity. In the article "[10 crucial guest blogging tips: our story...](#)" we referenced your company. Without such a great service our advice to our readers would not be as useful as it is. I was more than happy to endorse it in my article, and I also recommend it to anyone I know looking for such a solution!

**My request:** tweet our article to your community. It would make a world of difference to us if you helped us get off the ground.

Here's a quick tweet link, ready to go: <http://ctt.ec/33Rx>

If you'd rather not, I understand. I appreciate you reading this far!

**Send**

CLICK - TO - COPY

BYAF

### 4. Star-Chain-Hook

**Star** – The big idea

**Chain** – A series of facts, sources, reasons, and benefits

**Hook** – The call to action

This email template is for the 'Star-Chain-Hook' strategy. It features a subject line, a recipient field, and a body with several paragraphs. The first paragraph is a greeting. The second paragraph is a statement about commonality. The third paragraph is a bold statement about Conga Composer. The fourth paragraph is a call to action to check out case studies. The fifth paragraph is a list of links. The sixth paragraph is a call to action to start a trial. A 'Send' button is at the bottom right. A blue circle with 'CLICK - TO - COPY' is in the top right corner. Green arrows point to the bold statement, the case studies link, and the trial link, with labels 'STAR', 'CHAIN', and 'HOOK' respectively.

**Subject**

Recipients

Subject

Good afternoon Dakota,

Small businesses, Fortune 100 companies, government entities and nonprofit organizations all have one thing in common.

**They save a whole lot of time and money by using Conga Composer.**

Check out [some of our case studies](#) to see for yourself. I've also included a couple of links that provide more information about the product:

- [Conga Composer Data Sheet](#) (PDF)
- [Conga Composer Functionality Overview](#) (PDF)

You can start a [free 30-day trial today](#) to see how Conga Composer can help streamline document generation and reporting for Yesware. There's no obligation to subscribe, and free technical support is included in your trial.

**Send**

CLICK - TO - COPY

STAR

CHAIN

HOOK

### 5. Attention-Interest-Desire-Action (AIDA)

**Attention** – Grab the reader's attention

**Interest** – Make it personal to engage their interest

**Desire** – Build desire for what you're offering

**Action** – Ask for a response

This email template is for the 'Attention-Interest-Desire-Action' strategy. It features a subject line, a recipient field, and a body with several paragraphs. The first paragraph is a greeting. The second paragraph is a statement about interest. The third paragraph is a statement about success. The fourth paragraph is a list of experts. The fifth paragraph is a call to action for feedback. A 'Send' button is at the bottom right. A blue circle with 'CLICK - TO - COPY' is in the top right corner. Green arrows point to the interest statement, the success statement, and the feedback call to action, with labels 'ATTENTION', 'INTEREST', 'DESIRE', and 'ACTION' respectively.

**Subject**

Recipients

Subject

Hi Barbara,

I saw that you were interested in taking a look at Yesware via Twitter.

My colleague and I have had great success teaming up with Social Selling experts like yourself.

A few notable experts we partnered up with include: Trish Bertuzzi, Lori Richardson, Jim Keenan and Craig Rosenberg.

I'd love to get your feedback on Yesware's product and explore how we could work together to share Yesware with your clients. Would you have some time next week to connect?

**Send**

CLICK - TO - COPY

ATTENTION

INTEREST

DESIRE

ACTION

## 6. Star-Story-Solution

**Star** – The main character in your email. It could be you, your prospect, a product, etc.

**Story** – Talks about how the star faces the same problem your market does

**Solution** – An explanation of how the star wins in the end

Subject

Recipients

Subject

Hi there,

← **STAR**

I share big ideas with some of the most influential media in the world. Yesware is my secret weapon.

Last week, it helped me land feature stories in VentureBeat and ReadWrite. Two days ago, it showed me that the exclusive I pitched to Forbes was still sitting in an inbox, waiting to be opened (womp).

← **STORY**

So I went to Wall Street Journal and they're taking it instead (win).

Bottom line: I didn't know about the referral credit before I sold my entire team on Yesware, and now I feel as though you guys will owe me something in return.

Kidding.

← **SOLUTION**

Real bottom line: I want to contribute to the success of a company that makes me successful every day.

Send

## 7. The Reader's Digest Model

In 1961, legendary copywriter John Caples analyzed Reader's Digest to find its secrets for hooking readers in the opening paragraph. He found that the most-successful articles:

- Are fact-packed
- Are concise
- Are specific
- Contain few adjectives
- Arouse curiosity

Subject

Recipients

Looks like we have plenty of things in common... ← **SHORT OPENER**

Hey Craig,

← **BEGINS WITH INTERRUPTING IDEA**

Here are some commonalities between Yesware and TOPO:

- Your customer, Company X, is also a customer of ours.
- We are a Salesforce.com ISV partner, and it looks like Salesforce.com is a client of yours.
- Our Director of Sales is on the speakers list as the Sales Hacker conference. He also used to work at Netsuite, another client of yours.
- **Most importantly, we're focused on driving results.** Customers like Acquia, and The Financial Times have seen a 25% growth in new business using our product. Customers choose our sales technology to accelerate their sales efforts.

← **-SPECIFIC -FACT PACKED -FEW ADJECTIVES**

Let's explore how we can work together to help your customers share the same experience our customers have had since using Yesware. I also can share with you some more customer success stories and why our market-leading product is chosen by high-growth sales teams.

When is the best time for you to connect?

Cheers,  
Dakota

← **PIQUES CURIOSITY**

**PS: It looks like your session title is "TBD." If there is any data/information I can provide to strengthen your presentation, please let me know.**

Send

## 8. The 3-B Plan

**Brevity** – Keep it short

**Blunt** – Get to the point

**Basic** – Keep it simple

Give the reader a clear sense of who you are and what you want from them. And get to the point quickly.

Subject

Recipients

Subject

Leslie,

I just tried giving you a call and left a voicemail.

Please give me a call back at 555-675-9870, or send me a note if you get the chance.

Thank you!

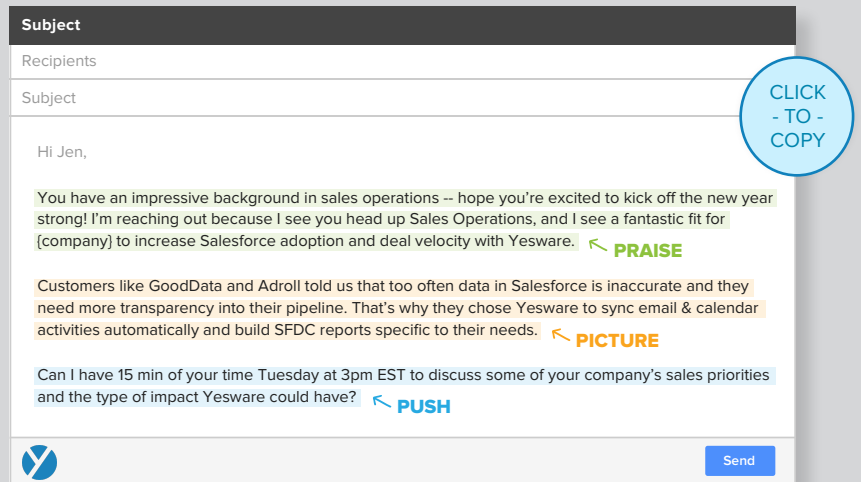
Send

## 9. Praise-Picture-Push (3P's)

**Praise** – Open with a sincere, respectful compliment

**Picture** – Use cause-and-effect reasoning to paint a picture describing how your product/service/idea will deliver

**Push** – Ask them to commit



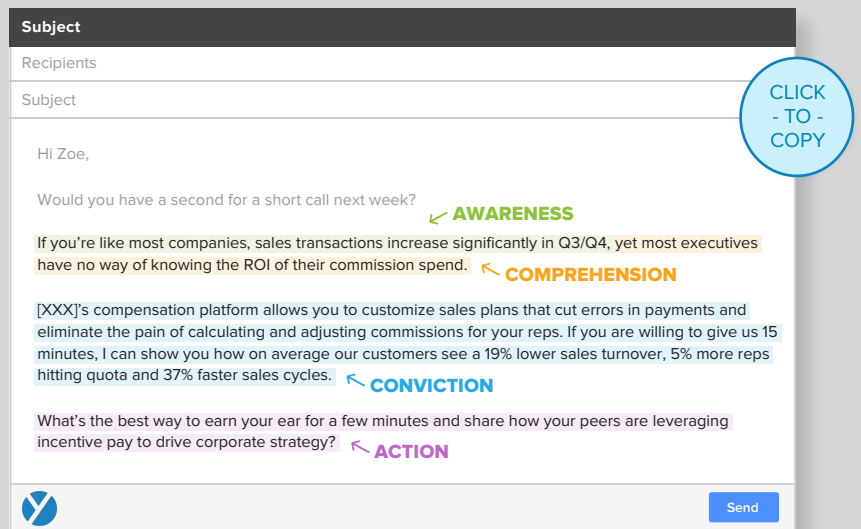
## 10. Awareness-Comprehension-Conviction-Action (ACCA)

**Awareness** – Present the situation or problem

**Comprehension** – Describe how it will impact them

**Conviction** – Create desire by explaining how your solution fixes the problem

**Action** – Ask for a response



# Bottom Line: You Don't Have To Reinvent The Wheel Every Time

Want to see the science behind why each one works?

Read our blog post : <http://www.yesware.com/blog/cold-email/>



"Yesware helped lift our outreach to another level."

**Sarah F.**



"Brilliant, huge time saver and love the insights."

**Donavan B.**



"I love Yesware! It saves and makes me money!"

**Dave K.**

Join the 10,000+ teams using Yesware today



**Experience the power of Yesware.**

**Start your free trial or contact sales to learn more.**

Yesware's all-in-one toolkit helps sales professionals and teams grow revenue faster.



Install for Outlook or Gmail in 60 seconds.



Send campaigns and templates to fill the top of your funnel and run a smooth sales process.



Seamlessly integrates into your inbox to increase productivity and organization.



Automatically collect data and analytics to know what's working from the start.



Connect your favorite apps to automate administrative tasks and speed up your daily workflow.



Start booking more meetings and winning more business with one easy-to-use sales tool.

**Get started now at [yesware.com](https://www.yesware.com)**