

A FREE SWIPE FILE

# 5 Cold Emails That Book Calls

Word-for-word scripts you can send today.  
No begging. No cringe. Just a full pipeline.

Five emails, five real situations, one follow-up rhythm.

# Read this first

You already know the feeling. The work is slow, the account is thin, and the little voice says the same thing every week: where do clients even come from? So you sit down to write a cold email, freeze, and close the tab. It feels like begging.

Here is the reframe that changes everything. You are not selling yourself. You are showing up with something useful. A stranger does not owe you a reply, but they will almost always answer a short, specific note that is clearly about them and not about you. Cold email still works. It just has to be short, specific, and generous.

**The four rules that make a cold email get read.** Every script in this file follows them. When you write your own, follow them too.

## 1. Under 90 words.

If it looks like homework, it does not get read. Short says you respect their time, and short gets a reply.

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## 2. One specific observation.

Prove you actually looked. One real detail about their business beats a hundred words of flattery.

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## 3. One idea they can steal.

Give before you ask. Hand them something they can use even if they never reply. That is what makes you different.

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## 4. One low-friction ask.

Ask for a tiny yes, not an hour. A quick question is easy to answer. "Book a 30-minute call" is easy to ignore.

That is the whole method. The five pages that follow each hand you a finished email for a real situation. Read the situation, copy the script, swap the brackets for real details, and send. You can fill a week of pipeline before lunch.

## EMAIL 1

# The I-noticed

THE SITUATION: A dream client you have never met, and you spotted one thing you could genuinely help with.

The script (copy, paste, swap the brackets):

### SUBJECT LINE

quick idea for [their business]

Hi [First name],

I came across [their business] while [where you found them] and noticed [one specific thing, e.g. your booking page asks for a phone call before a price].

One small change could help: [your concrete idea in a sentence, e.g. adding a starting price so people self-qualify before they reach out].

Is that something you have thought about? Happy to share what I would try.

[Your name]

## Why this works

The subject line names their business, so it reads as personal, not blast.

The observation proves you looked. That single detail earns the read.

You hand over a real idea for free, so replying feels like a fair trade, not a favor.

The ask is one tiny question, not a meeting. A "yes" costs them nothing.

**Make it yours.** Swap the observation for something you can only know by actually looking at their site, shop, or profile. If you cannot find one true detail, they are not the right person to email yet.

## EMAIL 2

# The free fix

**THE SITUATION:** You want to prove you are useful, so you already did a small piece of the work and put it right in the email.

The script (copy, paste, swap the brackets):

### SUBJECT LINE

rewrote your headline (no strings)

Hi [First name],

Big fan of what you do at [their business]. I was reading your [page or listing] and took a quick swing at the headline:

[Their current line] to [your rewritten line].

Yours to use, no strings. If a version like that is useful, I do this kind of thing for [what you do]. Want a couple more?

[Your name]

## Why this works

You led with the gift, so there is nothing to be skeptical about. The work is already done.

One finished sample beats any list of services. They can see your thinking, not just read a claim.

"No strings" removes the guard. They keep the fix whether they reply or not.

The ask ("want a couple more?") is easy, curious, and low-pressure.

**Make it yours.** Pick one tiny deliverable you can do in ten minutes: a rewritten headline, a sharper product photo caption, one subject line. Deliver it inside the email so there is nothing to click and nothing to lose.

## EMAIL 3

# The mutual

**THE SITUATION:** You share a group, a client, or a thread with them, and a warm-ish intro will do the work a cold one cannot.

The script (copy, paste, swap the brackets):

### SUBJECT LINE

fellow [community] member, quick hello

Hi [First name],

We are both in [shared group or community], and your [post or comment] about [topic] stuck with me.

I help [people like them] with [what you do], and it sounds close to what you were working through.

No pitch here, just wanted to say hi and ask: is [that thing] still on your plate?

[Your name]

## Why this works

The shared world does the trust-building, so you are not truly a stranger.

You reference their actual words, which is specific and flattering without being fake.

"No pitch here" keeps it human and lowers the guard.

The question reopens their real problem, so replying is about them, not you.

**Make it yours.** Only claim a connection that is real. A group you are both in, a client you both know, a thread you both replied to. Name it plainly. Do not stretch a weak link into an awkward name-drop, they can feel it.

## EMAIL 4

# The proof

THE SITUATION: You have one honest result for someone like them, and leading with it earns the next sentence.

The script (copy, paste, swap the brackets):

### SUBJECT LINE

cut [someone]'s editing time in half

Hi [First name],

Quick one. I recently helped [a client like them] [one honest, modest result, e.g. cut their editing time in half so they could take on two more shoots a month].

I noticed [their business] is [doing the same kind of work], so it might carry over.

Want me to show you how that worked? Ten minutes, no pitch.

[Your name]

## Why this works

A real, specific result is proof, and proof earns attention fast.

It is modest and true, so it never trips the too-good-to-be-true alarm.

You tie the result to their work, so it feels relevant, not random.

"Show you how that worked" offers value, not a sales meeting.

**Make it yours.** Keep the result small, real, and about time or ease, never about money or income. "Cut editing time in half" is believable. "Made them \$10k" is not, and it kills the trust in every other line. No proof yet? Do one job free, then this becomes your first script.

## EMAIL 5

# The revive

THE SITUATION: A thread went quiet. This two-line note wakes it up without a shred of guilt-tripping.

The script (copy, paste, swap the brackets):

SUBJECT LINE

re: [old subject] (one line)

Hi [First name],

Floating this back up in case it slipped past. No worries at all if the timing is off.

If it is still useful, I am around this week. If not, I will leave you to it and you can wave me down whenever.

[Your name]

## Why this works

Two lines, so there is nothing to brace against. It reads as a courtesy.

"No worries if the timing is off" removes any pressure or guilt.

You give them a clean, no-cost way to say no, which oddly makes yes easier.

It stays warm and self-respecting, so you look busy and easy to work with.

**Make it yours.** This is a nudge, not a plea. Never ask why they went quiet, and never say "just following up again." Give them the easy exit, then move on. One good revive is worth ten anxious check-ins.

# The follow-up rhythm

Here is the truth almost nobody acts on: most replies do not come from the first email. They come from the follow-up. Not because people are rude, but because they are busy. Your note landed on a bad morning and slid down the inbox. A calm, well-timed nudge is not annoying. It is a favor.

So use a rhythm, not a random guess. Three touches, then you stop. That is the whole system:

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## Send the first email.

Pick the script that fits the situation. Send it and forget it. Do not watch for a reply, just line up the next send.

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## The bump (day 3).

Still quiet? Reply on your own thread with two friendly lines. Word for word:

Hi [First name], floating this back up in case it got buried. Totally fine if now is not the moment. Worth a quick look?

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## Last touch (day 7).

One final, generous note that closes the loop and leaves the door open. Word for word:

Hi [First name], I will leave this here so I am not cluttering your inbox. If the timing turns, you know where to find me. Wishing you a good one.

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**Then stop.** Three touches is the ceiling, not a warm-up. After the last touch, let it go and put your energy into new sends. Respect beats persistence theater every time, and the person who walks away calm is the one people want to hire.

## BEFORE YOU HIT SEND

# The send checklist

Ten real sends this week beats one hundred perfect ones someday. Run each email through this, then send it before you feel ready. Ready is a feeling that shows up after you start, not before.

- ☐ Send 10 this week. Volume you can sustain beats a masterpiece you never mail.
- ☐ Verify the name. Wrong name undoes everything else in the email.
- ☐ Check the observation is really about them, not a line you paste to everyone.
- ☐ Read it aloud. If it sounds like a robot or a pitch, cut words until it sounds like you.
- ☐ One link, maximum. Two links feel like a funnel. Zero is often better.
- ☐ Send before you feel ready. The email you send beats the one you polish forever.

## 10 subject lines that get opened

Short, lowercase-friendly, curious without the bait. Steal one, swap the brackets, and match it to the email it belongs with.

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|----------------------------------------|--------------------------------------|
| quick idea for [their business]        | this reminded me of your [project]   |
| one thing i noticed on [their page]    | cut [someone]'s editing time in half |
| rewrote your headline (no strings)     | 10-minute idea, no pitch             |
| for [First name]: a small fix          | re: [old subject] (one line)         |
| fellow [community] member, quick hello | worth a quick look?                  |

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## Your next step

These five emails can fill a week of pipeline. Send them, and you will feel the shift: your inbox is doing the reaching, and you are not begging anyone for work.

But a good week is not a full pipeline. The difference is a system, one you run on purpose instead of scrambling when the work goes quiet. That is what the Clients module inside The Solo Business OS gives you: how to position what you do, reach the right people, convert the conversation, and compound it so referrals and repeat work do the heavy lifting. These scripts are step one of that loop.

### **The Solo Business OS**

See how the Clients module works at [heywork.shop](https://heywork.shop)

One-time purchase. No subscription. Six lifecycle modules plus the toolkits, yours to keep and reuse for every client you ever reach out to.

**Hey. Your pipeline can be full. Start with one send today.**