

Cold Email Outreach Sequence

5 Proven Emails That Get 15-25% Response Rates

5-Email Cold Outreach Sequence

This proven sequence averages a 15-25% response rate across AI automation niches. Send each email 2-3 business days apart.

Email 1: The Value-First Opener

Subject: Quick idea for [Company Name]

Hi [Name],

I noticed [specific observation about their business]. I help [niche] businesses automate [specific process] using AI - typically saving 15-20 hours/week.

I put together a quick 2-minute video showing exactly how this would work for [Company Name]. Want me to send it over?

Best,

[Your Name]

Email 2: The Follow-Up (Day 3)

Subject: Re: Quick idea for [Company Name]

Hi [Name],

Just bumping this to the top of your inbox. Here's the short version:

I can help [Company] automate [specific process], which typically saves businesses like yours [specific benefit].

Worth a 15-minute chat? If not, no worries at all.

[Your Name]

Email 3: The Case Study (Day 6)

Subject: How [Similar Company] saved 20hrs/week

Hi [Name],

Wanted to share a quick win: I recently helped [similar company in their industry] automate their [process]. The result?

- [Metric 1: e.g., 20 hours/week saved]
- [Metric 2: e.g., 3x faster response times]
- [Metric 3: e.g., \$4,200/month in labor costs eliminated]

Would love to explore if we could get similar results for [Company Name]. Open to a quick chat?

[Your Name]

Email 4: The Breakup (Day 10)

Subject: Should I close your file?

Hi [Name],

I've reached out a few times about helping [Company] with AI automation. I don't want to be a pest, so this will be my last email.

If timing isn't right, I totally understand. But if you'd like to explore how AI could save your team 15-20 hours/week, I'm here.

Either way, wishing you all the best with [Company].

[Your Name]

Email 5: The Resurrection (Day 30)

Subject: [Name] - one more thing

Hi [Name],

I know it's been a few weeks, but I just finished a project that reminded me of [Company Name].

We helped [new client] implement [specific automation] and they're seeing [impressive result] in just [timeframe].

If things have changed on your end and you'd like to chat, my calendar is here: [Link]

No pressure either way.

[Your Name]

Pro Tips

- Always personalize the [specific observation] - reference their website, a recent post, or a public challenge.
- Send emails Tuesday-Thursday between 8-10 AM in the recipient's timezone.

- Track opens and clicks. If they open but don't reply, they're interested - follow up differently.
- The breakup email (Email 4) consistently gets the highest response rate. Don't skip it.
- Wait a full 30 days before Email 5. The gap creates curiosity.

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