

Cold Pitch Script Vault

30 plug-and-play outreach scripts for starting conversations with business prospects without sounding like a mass-mail robot.

The rule: Personalization is not inserting a first name into a generic pitch. Give the prospect a concrete reason you chose them, make the message easy to understand, and ask for a small next step.

Replace every bracketed field before sending. Keep only claims you can support. Do not pretend you reviewed a business, saw a problem, or achieved a result unless you actually did.

The 5-Part Cold Pitch

- Reason: Why this business or person specifically?
- Observation: What did you genuinely notice or learn?
- Relevance: Why does your service connect to that observation?
- Proof or mechanism: What can you credibly point to, explain, or demonstrate?
- Small next step: Ask for a reply, permission, a short call, or permission to send something useful.

Keep the first message small. The objective of most cold outreach is a conversation, not to close an entire service engagement inside one message.

Email Scripts

1. Specific Observation

USE WHEN: you found a real, relevant issue or opportunity

Subject: Quick thought about [BUSINESS]

Hi [NAME],

I was looking at [SPECIFIC PAGE / PROCESS / PUBLIC DETAIL] and noticed [REAL OBSERVATION]. I help [TYPE OF BUSINESS] improve [OUTCOME], and this looked like one place where [BRIEF OPPORTUNITY].

If useful, I can send you the 2-3 changes I would look at first. No deck required.

[YOUR NAME]

2. Permission-Based Audit

USE WHEN: you can provide a short useful review

Subject: Want a quick [AREA] review?

Hi [NAME],

I work with [TYPE OF BUSINESS] on [AREA]. I came across [BUSINESS] while researching [CONTEXT] and had a couple of ideas around [SPECIFIC OUTCOME].

Would it be useful if I sent a short review with the first few things I would test? If not, no problem.

[YOUR NAME]

3. Competitor Gap

USE WHEN: you have verified a competitive difference

Subject: Something I noticed in [MARKET]

Hi [NAME],

I compared a few [TYPE OF BUSINESS] sites/offers in [MARKET] and noticed [VERIFIED DIFFERENCE]. [BUSINESS] has [POSITIVE OBSERVATION], but there may be room to improve [AREA].

I have a simple approach for [OUTCOME]. Want me to send the outline?

[YOUR NAME]

4. Outcome-First

USE WHEN: the prospect clearly matches your specialty

Subject: [OUTCOME] for [BUSINESS]

Hi [NAME],

I help [TYPE OF BUSINESS] [SPECIFIC OUTCOME] by [SHORT MECHANISM]. I reached out because [REAL REASON THEY FIT].

If [OUTCOME] is a priority right now, I can show you what I would test first for [BUSINESS]. Worth sending over?

[YOUR NAME]

5. Referral / Mutual Connection

USE WHEN: you have a legitimate connection

Subject: [MUTUAL CONTACT / COMMUNITY] connection

Hi [NAME],

We are both connected through [PERSON / GROUP / EVENT]. I work on [SERVICE] for [TYPE OF BUSINESS], and [REAL REASON FOR OUTREACH].

I had one idea around [OUTCOME] that may be useful for [BUSINESS]. Open to a quick note on it?

[YOUR NAME]

6. Trigger Event

USE WHEN: a real public event created relevance

Subject: Congrats on [EVENT]

Hi [NAME],

Saw that [BUSINESS] recently [HIRED / OPENED / LAUNCHED / EXPANDED / ANNOUNCED]. Congrats.

That usually creates a need around [RELEVANT AREA]. I help [TYPE OF BUSINESS] with [OUTCOME], and I had a specific thought for [BUSINESS].

Want me to send it?

[YOUR NAME]

7. Mini Case Example

USE WHEN: you have a relevant, substantiated example

Subject: A quick [OUTCOME] example

Hi [NAME],

We recently [DESCRIBE VERIFIED RESULT OR PROCESS] for [SIMILAR BUSINESS / CLIENT TYPE]. I thought of [BUSINESS] because [SPECIFIC REASON].

I cannot assume the same result for you, but the same [PROCESS / IDEA] may be worth testing. Want the short breakdown?

[YOUR NAME]

8. Straight Offer

USE WHEN: the service is simple and easy to understand

Subject: [SERVICE] for [BUSINESS]

Hi [NAME],

I provide [SERVICE] for [TYPE OF BUSINESS]. I found [BUSINESS] through [SOURCE] and noticed [REAL FIT / REASON].

The service includes [2-3 CONCRETE DELIVERABLES] and is designed to help with [OUTCOME].

If you are currently looking at [AREA], I can send pricing and an example.

[YOUR NAME]

LinkedIn / Social DM Scripts

9. Short Connection Message

USE WHEN: you are sending a connection request

Hi [NAME], I work with [TYPE OF BUSINESS] on [AREA]. Came across [BUSINESS] because [REAL REASON]. Thought it made sense to connect.

10. Post-Connection Opener

USE WHEN: they accepted but you have not pitched yet

Thanks for connecting, [NAME]. I noticed [SPECIFIC DETAIL] at [BUSINESS]. Curious, is [PROBLEM / OUTCOME] something you are actively working on this quarter?

11. Content-Based DM

USE WHEN: they posted about a relevant topic

Your post about [TOPIC] caught my attention, especially [SPECIFIC POINT]. I work on [RELATED AREA] for [TYPE OF BUSINESS]. I had one idea that connects directly to what you mentioned. Want me to send it?

12. Profile-Based Opportunity

USE WHEN: their public profile reveals a legitimate fit

Hi [NAME], saw that you handle [ROLE / RESPONSIBILITY] at [BUSINESS]. I help teams with [OUTCOME]. I noticed [SPECIFIC REASON FOR FIT] and wanted to ask whether [AREA] is on your radar right now.

13. Local Business DM

USE WHEN: you are approaching a nearby business

Hi [NAME], I am based in [AREA] and came across [BUSINESS] while looking at local [CATEGORY] companies. I noticed [REAL OBSERVATION]. I work on [SERVICE] and had a quick idea that might help with [OUTCOME]. Open to me sending it?

14. Quick Video Offer

USE WHEN: you can record a personalized screen review

Hi [NAME], I spotted a couple of things on [PAGE / PROCESS] that may be worth testing. I can record a 3-minute screen video showing exactly what I mean. Want me to send it?

Follow-Up Scripts

15. Follow-Up #1

USE WHEN: 3-5 business days after a relevant first message

Hi [NAME], just bringing this back up in case [AREA / OUTCOME] is something you are working on. Happy to send the short [AUDIT / IDEA / EXAMPLE] I mentioned. If it is not relevant, no worries.

16. Follow-Up With New Value

USE WHEN: you have something useful to add

Hi [NAME], one additional thought after my last note: [SPECIFIC USEFUL OBSERVATION]. That is the first thing I would test if the goal is [OUTCOME]. If you want, I can send the rest of the outline.

17. Follow-Up With Example

USE WHEN: you have a relevant example

Hi [NAME], thought this might make my earlier note clearer. Here is the kind of [DELIVERABLE / PROCESS] I meant: [SHORT DESCRIPTION OR LINK]. If you are exploring [AREA], happy to talk through how I would adapt it for [BUSINESS].

18. Close-the-Loop

USE WHEN: you have already followed up appropriately

Hi [NAME], I will close the loop after this. I reached out because [ONE-SENTENCE REASON]. If [AREA] becomes a priority later, feel free to reach me at [CONTACT]. All the best.

Reactivation Scripts

19. Old Lead

USE WHEN: a prospect previously showed interest

Hi [NAME], we spoke about [SERVICE / PROBLEM] a while back. I am checking in because [REAL UPDATE / REASON]. Is [OUTCOME] still something you want to improve, or has the priority changed?

20. Old Client

USE WHEN: you previously worked together

Hi [NAME], I was thinking about the work we did on [PROJECT]. I am now helping clients with [RELATED SERVICE / OUTCOME], and [BUSINESS] came to mind. If [AREA] is on your list this quarter, I would be glad to show you what has changed.

21. Proposal Went Quiet

USE WHEN: you sent a proposal and received no decision

Hi [NAME], checking on the [PROJECT] proposal. Has the project been paused, moved in another direction, or is there something you still need from me to make a decision? A quick answer either way is helpful.

22. Lost Deal

USE WHEN: the prospect chose another option

Hi [NAME], hope the [PROJECT] went well. I wanted to check in now that some time has passed. How did [AREA] work out? If you ever need a second set of eyes or help with [RELATED OUTCOME], I am happy to reconnect.

Voicemail / Phone Openers

23. Voicemail

USE WHEN: you reached voicemail

Hi [NAME], this is [YOUR NAME]. I am calling because I noticed [SPECIFIC REASON] at [BUSINESS], and I had an idea around [OUTCOME]. Nothing urgent. You can reach me at [NUMBER]. I will also send a short note so you have the context. Again, [YOUR NAME] at [NUMBER].

24. Live Phone Opener

USE WHEN: the prospect answers

Hi [NAME], this is [YOUR NAME]. I know this is an unexpected call. I work with [TYPE OF BUSINESS] on [AREA], and I reached out because [SPECIFIC REASON]. Can I take 30 seconds to explain why I called, and you can tell me if it is relevant?

25. Gatekeeper

USE WHEN: you need to find the appropriate person

Hi, I am trying to reach whoever handles [SPECIFIC AREA] for [BUSINESS]. I have a question about [CONCISE REASON]. Who would be the right person to speak with?

Offer-Specific Scripts

26. Website / Conversion Service

USE WHEN: you sell website or conversion work

Hi [NAME], I looked at [SPECIFIC PAGE] on [BUSINESS] and noticed [REAL OBSERVATION]. I help [TYPE OF BUSINESS] improve [LEADS / BOOKINGS / CONVERSIONS] through [SERVICE]. I can send a short before-and-after outline of what I would change first. Interested?

27. Automation Service

USE WHEN: you sell workflow or follow-up automation

Hi [NAME], I help [TYPE OF BUSINESS] reduce missed follow-up around [LEADS / CALLS / APPOINTMENTS / REVIEWS] using simple automation. I reached out because [REAL REASON THIS MAY APPLY]. If useful, I can map the workflow I would start with for [BUSINESS].

28. Reputation / Reviews

USE WHEN: you sell review or reputation services

Hi [NAME], I was looking at [BUSINESS]'s public reviews and noticed [REAL, VERIFIABLE OBSERVATION]. I help [TYPE OF BUSINESS] build a more consistent review-request and response process. Want me to send the workflow I would use?

29. Content / Social

USE WHEN: you sell content services

Hi [NAME], I looked at [BUSINESS]'s recent [PLATFORM] content and noticed [SPECIFIC OBSERVATION]. I help [TYPE OF BUSINESS] turn [EXPERTISE / OFFERS / FAQs] into consistent content designed around [OUTCOME]. I have 3 topic angles that fit [BUSINESS]. Want them?

30. Lead Follow-Up

USE WHEN: you sell lead nurture or sales follow-up

Hi [NAME], I work with [TYPE OF BUSINESS] on the gap between a new inquiry and an actual [BOOKING /

SALE / APPOINTMENT]. I reached out because [REAL FIT SIGNAL]. I have a simple follow-up sequence I can map for [BUSINESS]. Worth sending?

Personalization Worksheet

Prompt	Your Notes
Prospect / Business	
Why this prospect specifically?	
Verified observation or trigger	
Problem / outcome connected to your service	
Proof, example, or mechanism you can honestly use	
Small next step you will request	
One detail to remove from your generic template	

Before You Send

- I can explain why I selected this prospect.
- Every observation in the message is true.
- I removed unsupported claims and fake familiarity.
- The service and outcome are understandable without jargon.
- The first message asks for a small next step.
- I checked the channel's rules and applicable outreach requirements.
- I have a simple way to record replies, follow-ups, and outcomes.
- I will stop contacting someone who clearly asks me to stop.

Use the vault as a starting point. The best cold pitch still sounds like it was written for one person. Customize the reason, observation, relevance, and next step before you send it.