

DFY EMAIL TEMPLATES

Let's make one thing clear: you don't need to be a writer, a marketer, or some cold email expert to land clients with this system.

You've got AI doing the heavy lifting.

Your job? Send a message that sounds like it came from a real human who gives a damn.

These templates are battle-tested, short and punchy. Built to start conversations.

Use them as-is or tweak the tone to sound more like you.

Either way, they're ready to go.

COLD EMAIL - WARNING WITH VALUE

Subject: quick heads up re: your site

Hey [FirstName],

Quick note. I came across your website today and noticed something that puts you at serious legal risk (and it's catching a lot of local businesses off guard).

I'm not a lawyer, but I use a tool that scans for ADA compliance issues, and your site triggered multiple red flags. These kinds of issues are leading to \$70K+ lawsuits every day.

Would you like me to send you a free report showing what I found?

No strings. Just trying to help before a lawyer comes knocking.

- [Your Name]

FOLLOW-UP - THEY OPENED BUT DIDN'T REPLY

Subject: just wanted to follow up

Hey [FirstName],

Wanted to check back in. I ran that ADA compliance scan I mentioned. Your site still shows the same issues that could trigger a lawsuit.

This isn't hype. Business owners are getting blindsided. If you want to see what I'm talking about, I can send you the custom report.

Just reply "yes" and I'll send it right over.

- [Your Name]

HOT LEAD - THEY SAID YES

Subject: here's your ADA site report

Hey [FirstName],

Here's the ADA compliance report I ran on your site. I've highlighted the specific problems that could make you a target, and how to fix them fast.

[Insert link to report or attach PDF]

If you'd like, I can introduce you to a verified provider who can fix these issues and lock down your site's legal protection, usually within 48 hours.

Let me know, and I'll connect you.

- [Your Name]

COLD EMAIL - URGENCY ANGLE

Subject: time-sensitive website risk

Hey [FirstName],

This is urgent. ADA-related lawsuits are flooding small businesses this quarter, and your site has some serious flags that could make you next.

I can show you exactly what's triggering them and how to fix it fast.

Want a free scan and report?

- [Your Name]

FOLLOW-UP 2 - POLITE PERSISTENCE

Subject: want me to close the loop?

Hey [FirstName],

Just checking one last time. I'm happy to send the report showing your site's ADA compliance issues: no cost, no pitch.

Totally fine if you're not interested. Just want to close the loop either way.

- [Your Name]

COLD EMAIL - CURIOSITY ANGLE

Subject: this surprised me

Hey [FirstName],

I ran a quick scan on your website and something came up that surprised me — and not in a good way.

It's something lawyers are using right now to target small business owners. Want me to show you what I found?

- [Your Name]

COLD EMAIL - WRONG PERSON ANGLE

Subject: not sure if you're the right person

Hey [FirstName],

I scanned [Business Name]'s website and it triggered multiple ADA compliance risks that could lead to legal trouble.

Not sure if you're the right person to send this to, but I figured I'd check.

Should I forward the report your way?

- [Your Name]

FOLLOW-UP 3 - LEGAL REFERENCE

Subject: this is starting to make the news

Hey [FirstName],

There's been a spike in ADA lawsuits. It's even hitting local news. I ran your site through the scanner again, and the same issues are still there.

I'm still happy to send the report if you'd like to see it.

Let me know.

- [Your Name]

COLD EMAIL - AUTHORITY ANGLE

Subject: I work with ADA compliance pros

Hey [FirstName],

I partner with teams that handle ADA compliance for small business websites, and prevent the kind of lawsuits that are hitting thousands of business owners right now.

Your site has a few of the telltale red flags. Want a free report that shows what they are?

- [Your Name]

COLD EMAIL - STATS ANGLE

Subject: over 11,400 lawsuits this year alone

Hey [FirstName],

There have been over 11,400 ADA-related lawsuits filed against business websites this year alone. Most business owners didn't even know they were at risk.

Your site is showing similar issues. Want me to send you a custom scan and report?

It could save you thousands.

- [Your Name]