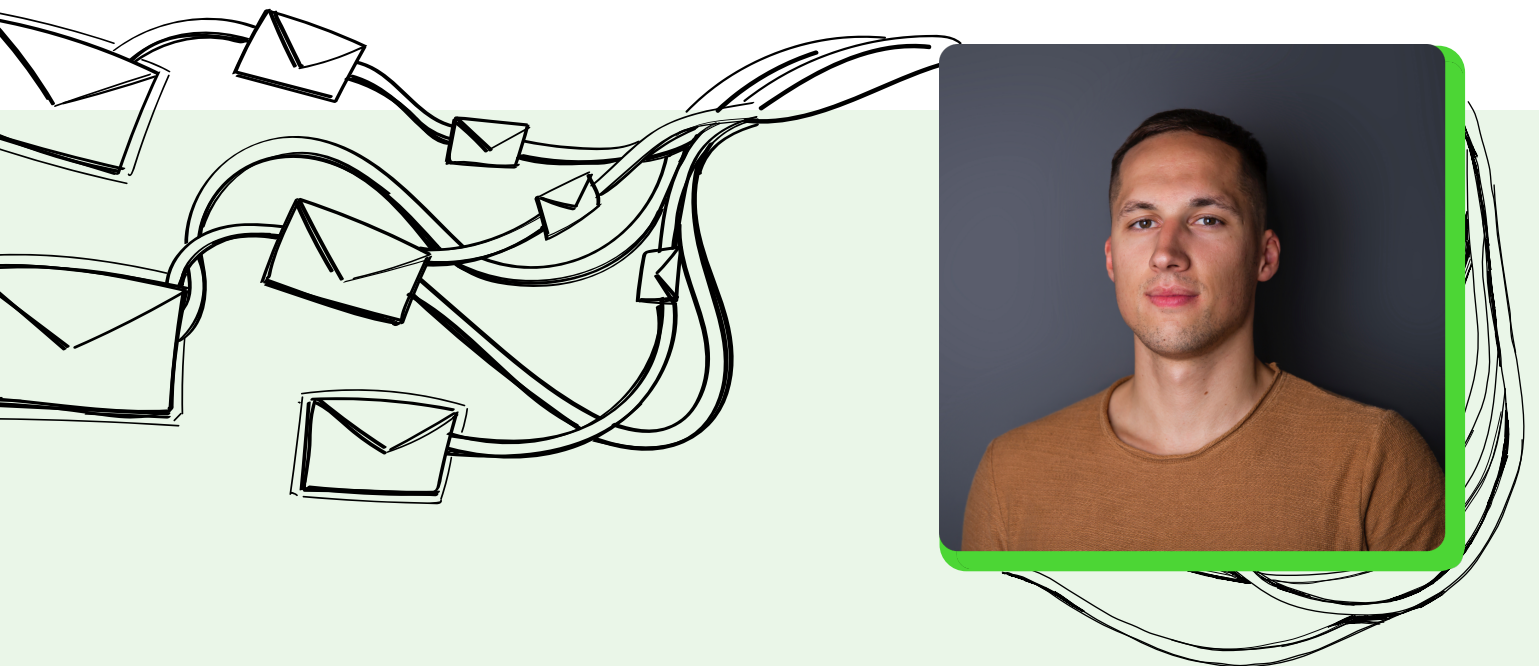




# 5 irrefutable laws of cold email

by Yuri Veremchuk



# Sales constantly evolves. How do you get through the noise in 2023?

**I've noticed that all great cold emails have these things in common:**

- ✓ mobile-optimized (short)
- ✓ relevant and personalized
- ✓ clear value for the prospect
- ✓ credentials or social proof
- ✓ non-pushy CTA

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**None of them had:**

- ✓ "Bumping this up"
- ✓ "Hope this email finds you well"
- ✓ "Thoughts?"

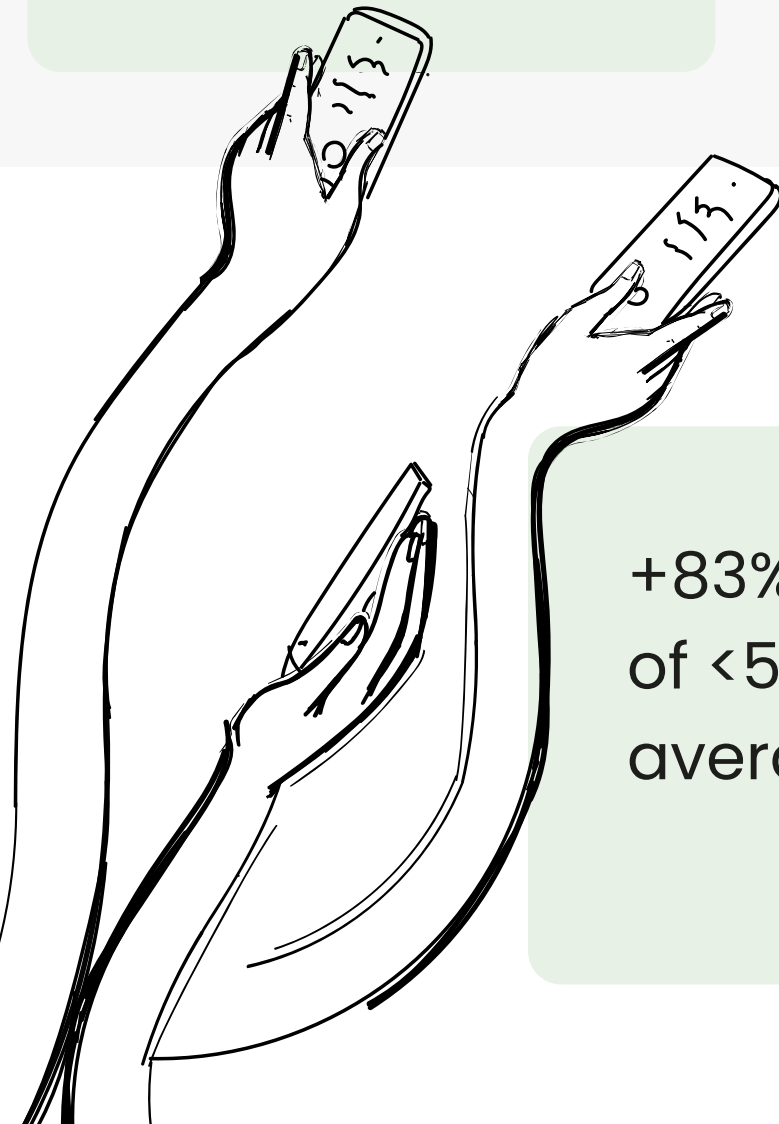
# #1 Mobile-optimized

Prospects get tons of cold emails every day – you're not the only one who found their data. They don't have time and interest to read through long emails.

80% of cold emails are read on the phones first.

## Therefore

- ✓ make it a frictionless experience for the readers
- ✓ help them read without having to scroll
- ✓ write in F shape
- ✓ around 50 words



+83% - performance of <50 words emails vs average

(source: Lavender)



email example: 45 words

Yurii - saw you're hiring 2 BDRs.

Curious if you had any success using an onboarding tool to ramp new reps faster.

We built one that helps to decrease the ramp time by one-third.  
<company> just did that in three months with us.

Worth a chat?

**Long cold email  
is fine as long as  
each word counts**

It flows and keeps the  
prospect engaged  
along the way.

# #2 Relevant & personalized

Templated cold emails don't work in 2023. Personalized cold emails perform 5x better – but there's a difference between personalization vs relevancy.

Personalized cold emails perform 5x better

## Personalization

- ✓ activity-based icebreakers
- ✓ reference a book they love
- ✓ mention a podcast they were on
- ✓ compliment their work, etc



personalization example

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Hi Yurii, Saw your LinkedIn post about cold emails.

This got me thinking about leveraging AI automation tools.

We can help your sales team scale without having to send thousands of spammy emails.

Would you be opposed to learning how?

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# Relevancy

Relevancy is about having a good reason WHY you're reaching out right now and being able to help them solve their biggest challenge.



relevancy example

Yurii - saw you're using Woodpecker.

Tried rewriting your 1st cold email with AI and using it as a follow-up later?

That's how Company XYZ increased its positive reply rate from 5% to 14%.

Can help you do it as well. But, first I wanted to make sure this is important to you.

PS. Great post on email rewrites.

## Relevancy > personalization

- ✓ Always, try to be relevant first. Never personalize your cold email just for personalization's sake.
- ✓ ROI from personalization without relevancy is small + it's hard to scale.
- ✓ Move personalization to the PS section.

+35% = performance of cold emails with a personalized "PS"

# #3 Clear value

- ✓ The foundational rule in SaaS sales is to create value before you receive value.
- ✓ If you create clear value for the prospect – they will respond. What can you do to save them time or reduce their stress?
- ✓ Show what's in it for them. Never focus on your features, no one cares about those.
- ✓ Show what problem you can help your prospect solve right now.

Never focus  
on your  
features

...

NO

"We've built an onboarding and analytics platform that enables company leaders to save hours and allocate that time to have an impact on the bottom line."

Show what  
you can help  
with

...

YES

"We can help you decrease the new SDRs ramp time by one-third."

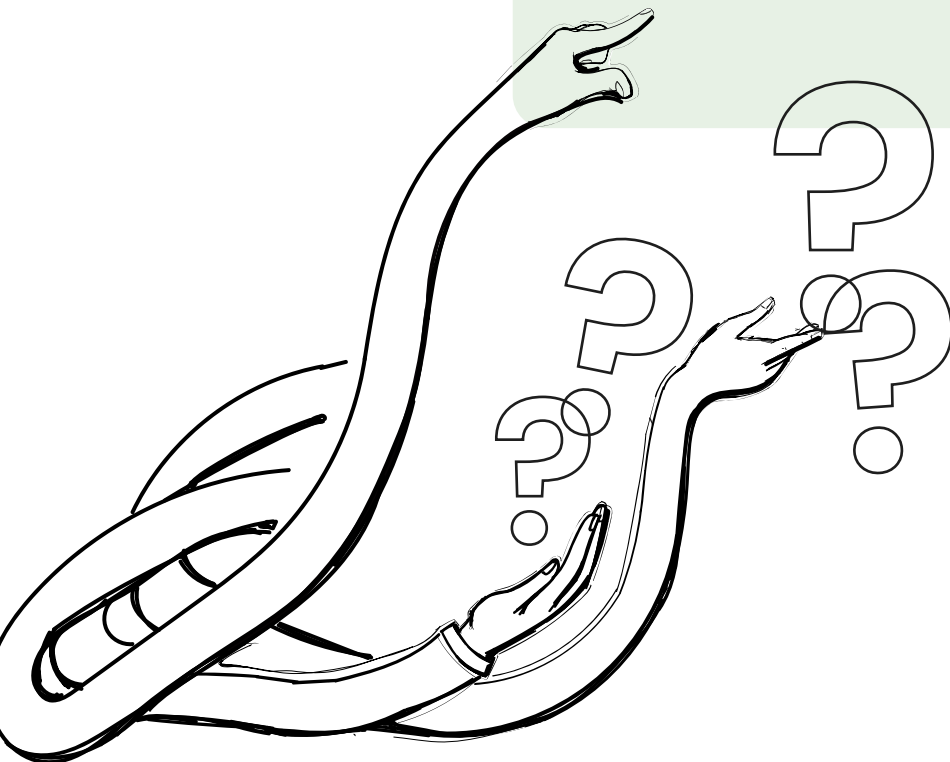
## Ask these 4 questions before sending cold emails:

- Is there a good enough reason WHY I'm reaching out right now?
- What's in it for the prospect?
- Is the benefit for the prospect clear or confusing?
- Am I trying to sell or to start a conversation?

Use this simple checklist whenever you write = you'll win more deals.  
Also, use 6th-grade reading level, simplify words.

+67% performance of emails with 6th-grade reading level

(source: Lavender)





# #4 Social proof

Infuse social proof, i.e. reasons the person should take you seriously.

Show you can be trusted.

Don't be humble – let it shine.

## Show your experience

- ✓ What have you done for a similar company that is interesting?
- ✓ What results did it bring?

## Show them they would be crazy to ignore your email:

●●●

NO

"We're trusted by many industry leaders such as Nike, Walmart, Binance, and Hubspot."

●●●

YES

"That's how <relevant company> increased their positive reply rate from 5% to 14%."

# #5 Non-pushy CTA

- ✓ Every successful cold email has a very clear call to action. It has to be specific and succinct.
- ✓ Only 1 call-to-action per email. Emails with 2+ CTAs perform worse than emails with no CTA at all.
- ✓ It should be effortless to find and understand the ask. Reduce friction, don't ask for too much.
- ✓ Be bold, but don't overreach. Give prospect a way out.

Only 1  
call-to-action  
per email

Worth a chat?

Not sure if that's of  
importance right  
now.

Open to learning  
how they're doing it?

No rush but is this  
worth exploring?

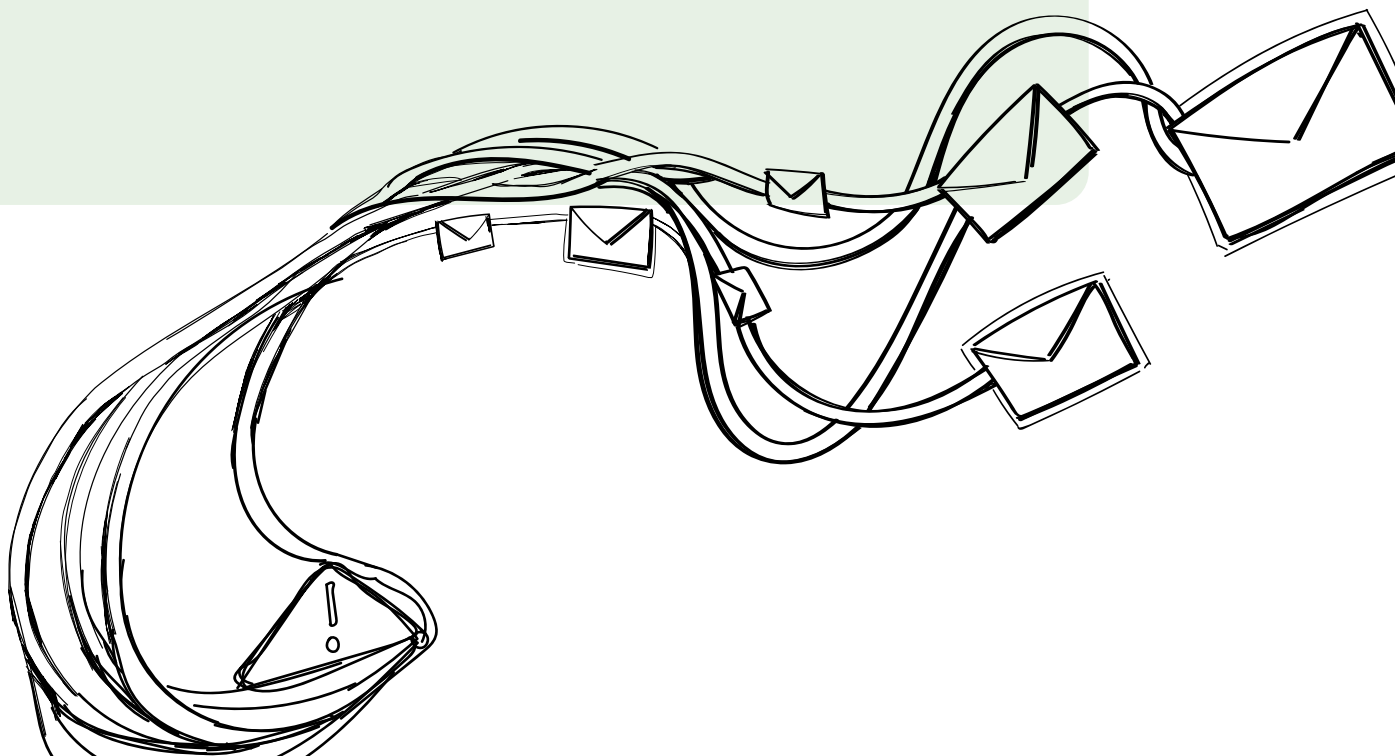
Maybe my psychic skills  
are off, but still... Open to  
exploring this?

Not sure it's a fit,  
but is this worth  
a conversation?

## But here's the biggest problem...

- ✓ All of these tips won't work if your cold email lands in SPAM. Even the best cold emails don't bring any results if you have email deliverability issues.
- ✓ Many focus on writing a good email copy, while VERY FEW understand how to send those emails.
- ✓ People just blast cold emails and later wonder why they have poor open rates.
- ✓ Approach email deliverability strategically.

Go to the next page to see  
7 crucial deliverability rules



# Bonus

## 7 things everyone should know about email deliverability

- 1 It's crucial to have a separate email domain only for sending cold emails.**
  - The better the reputation of your domain, the more emails will land in the prospects' primary inbox.
  - It's easier to control the reputation of a new domain.
- 2 The reputation of your domain and IP should be checked regularly.**
  - Poor score = going into spam; good score = delivering emails into primary inbox.
  - Free tools to check it online: Google Postmaster Tools, Mail-Tester, Senderscore, etc.
- 3 SPF & DKIM are a must.**
  - 2 records you need to not look like a spammer to email servers.
  - Both confirm that you are a trustworthy sender that uses authorized servers.
- 4 Not warming up new email accounts/domains will get you blocked.**
  - Sending emails on a scale without proper warm-up = getting blocked by spam servers.
  - Many tools on the market to automate warm-up: Warmupinbox, etc

5

**You shouldn't exceed the email provider's sending limits.**

- If you do, your account gets blocked.
- Email limitations - Gmail: 500/day, GSuite: 2000/day (500 on trial); Office365: 10 000/day; Outlook: 300/day.

6

**Cut the spam words from your copy.**

- 500+ words to avoid like: free, buy, trial, now, call, and offer.
- The more you use those words, the higher your chances to land in SPAM.

7

**Avoid spikes and drops when sending emails.**

40-100-30-120 = sending emails like this for a week will raise red flags and hurt your domain reputation.

65-85-78-63 = stay consistent with sending volume. Deviation no more than 30% to a previous day.

**Do you need more  
in-depth info on  
deliverability?**

my friend Damian Lilla  
is a real deliverability  
champ

[check out his LinkedIn profile](#)

# Before you go: Special offer

You've read the tips, you know how to write a cold email that works in 2023.

Now, give it a go with all Woodpecker products.

## Get for free:

- ✓ 500 emails credits (instead of 50)
- ✓ 30 days (instead of 7)
- ✓ 100 limit activation for this promo link

[GRAB IT HERE](#)