

INTRO STRUCTURE

1. Opening Line

Address recipients by their name, introduce yourself, state the reason for the email, and above all else, make it more about them than about you.

2. Offer Line

Highlight a pain point and do your best to personalise it to their situation. The offer line can also be a great place to provide evidence and social proof in the form of statistics, case studies, and exclusive content.

3. Closing Line

End with a short and clear call-to-action that can be answered with a simple “yes” or “no.” That no-friction ask, makes it more likely you’ll get a response.

4. Signature Line

It should contain the basics, like name, company, and contact info, of course, but think about what else you can add, such as social proof, rewards, links to relevant content, and anything else that shows credibility and builds rapport.