Twitter Thread by Nick Abraham

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I've sent over 100k cold emails in the past 5 years

Here are 10 audits of emails that landed in my spam folder

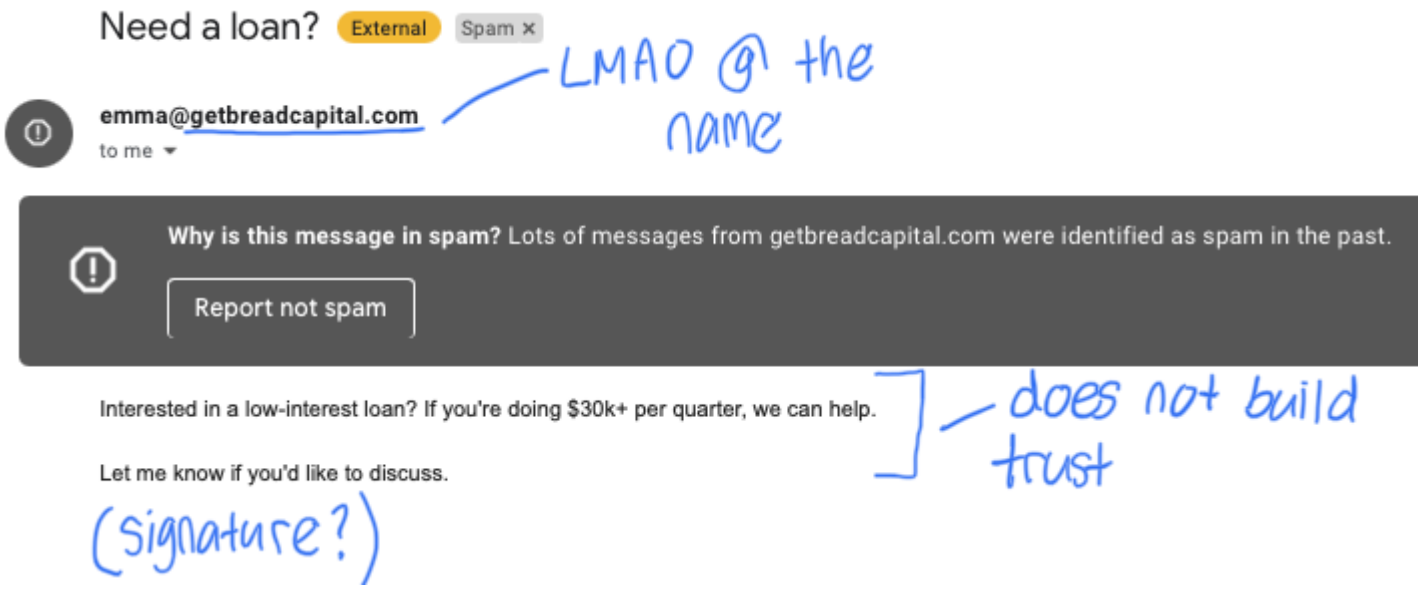
A thread ■

I've booked thousands of appointments for my clients with brands like Cargill. Bed Bath & Beyond and more so you could say I know a thing or two about cold emails

In this thread you'll learn a little bit about
- copywriting
- email deliverability
- good cold email practices

If you're doing anything that requires financial information, ALWAYS include a full signature because you need to seem trust worthy

No scammer is including their full signature



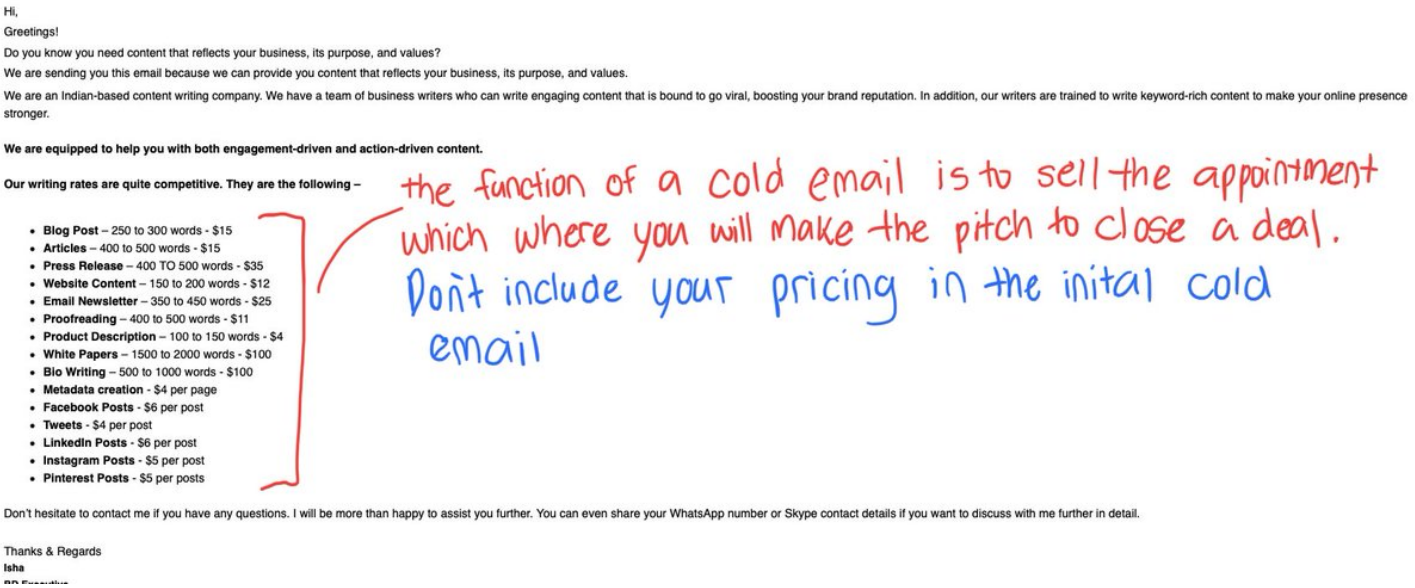
If you're selling web dev and you said that you noticed "elements" that are wrong on the site

Clearly state the elements in the cold email or its obvious you're just trying to bait me

Cold emails are to set appointments

Not to sell straight off the emails

Nobody is pulling out their credit card to purchase a service off your site from a cold email

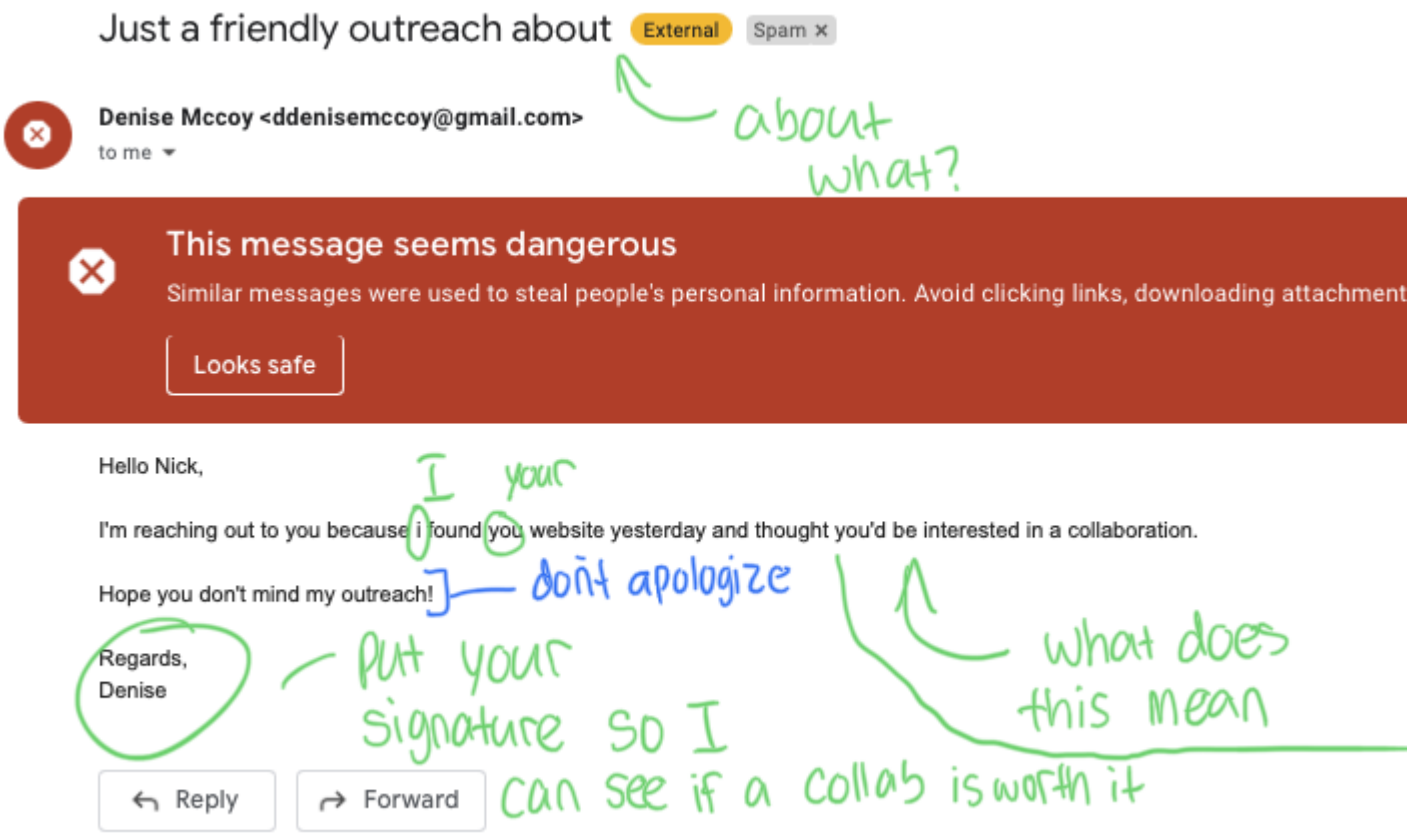


Real viruses are sent via attachments so that is exactly why you never send attachments in your cold emails

People will assume that it is a virus and not engage

Never apologize in the cold email for sending a cold email

That literally makes no sense



In your cold emails, always remember ONE OFFER per ONE COLD EMAIL

Don't offer multiple things

It makes it hard to get crystal clear in your copy and makes your prospects have to think more

You want to eliminate the work for them as much as possible

On Wed, May 26, 2021 at 5:40 PM "Maroua ALAOUI" <marouaalaoui@kai-production.co> wrote:
Hello Nick,

I am the CEO of KAI Production, a digital communication agency.

We help companies improve their communication with their customers, partners, and employees.

Our startup specializes in producing high-quality communication supports.

We create explainer videos in 2D animation, 3D modeling, and short filmed movies.

KAI Production also designs and develops top tier quality websites, logos, brochures, flyers, and company presentations.

I would like to discuss our offer with you to see if we can assist you with your marketing strategy.

Would you be available soon for a quick chat?

Here is a video example we have created for Lulubuy: https://www.youtube.com/watch?v=PU24MuooGDY

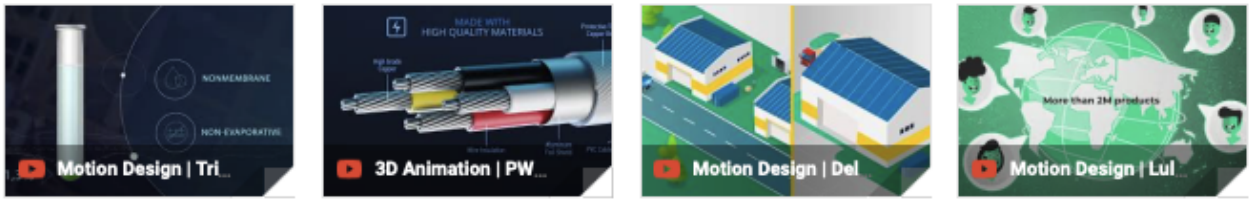
Have a great day!

Kind regards,
Maroua ALAOUI
KAI Production
Chief Executive Officer
201 Spear Street
94105 - San Francisco
(00) 1 415 800 3950

pitching two dif things

to much text

Don't send attachments or links in cold emails

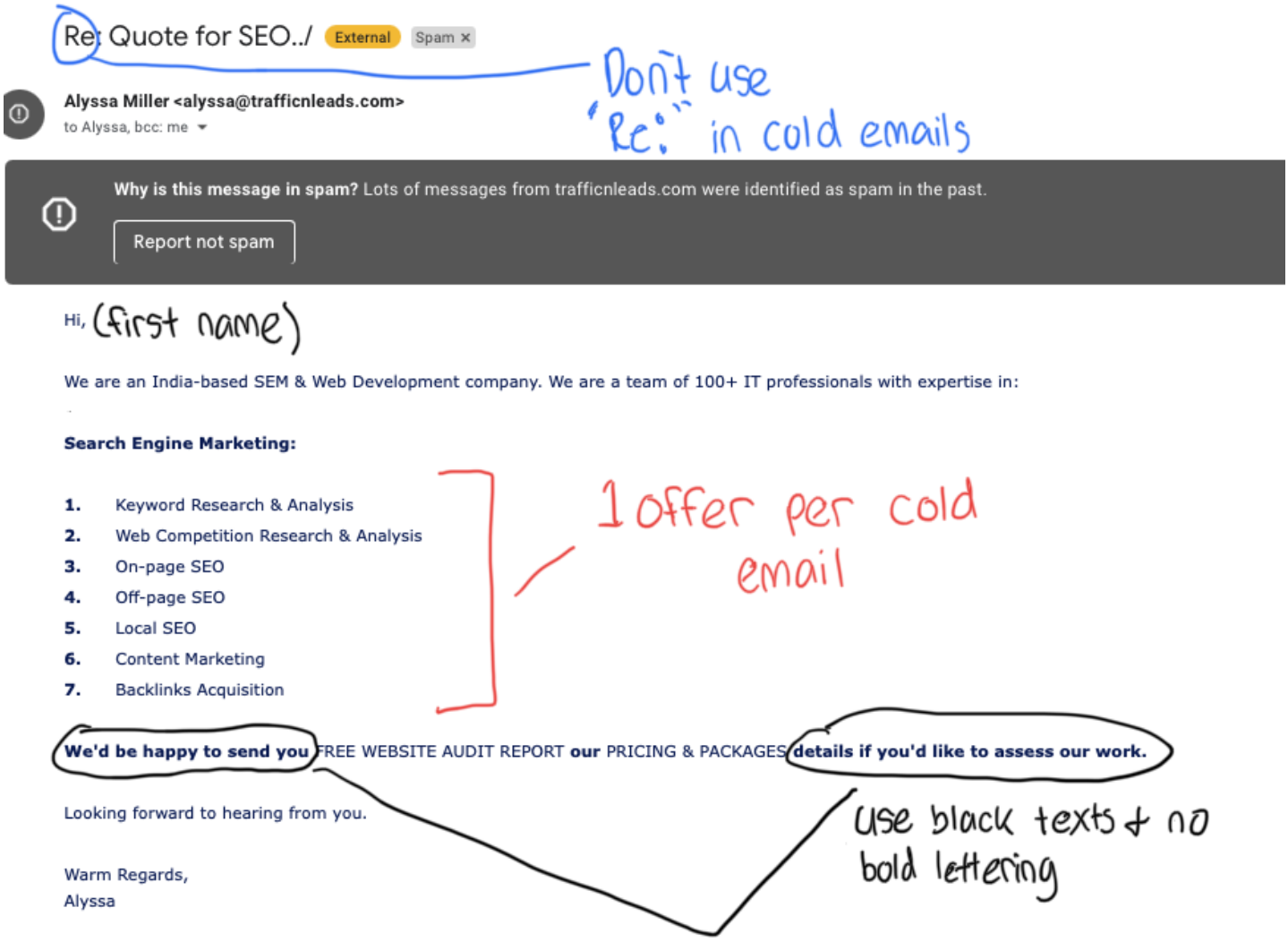


In your cold emails

Only use black text

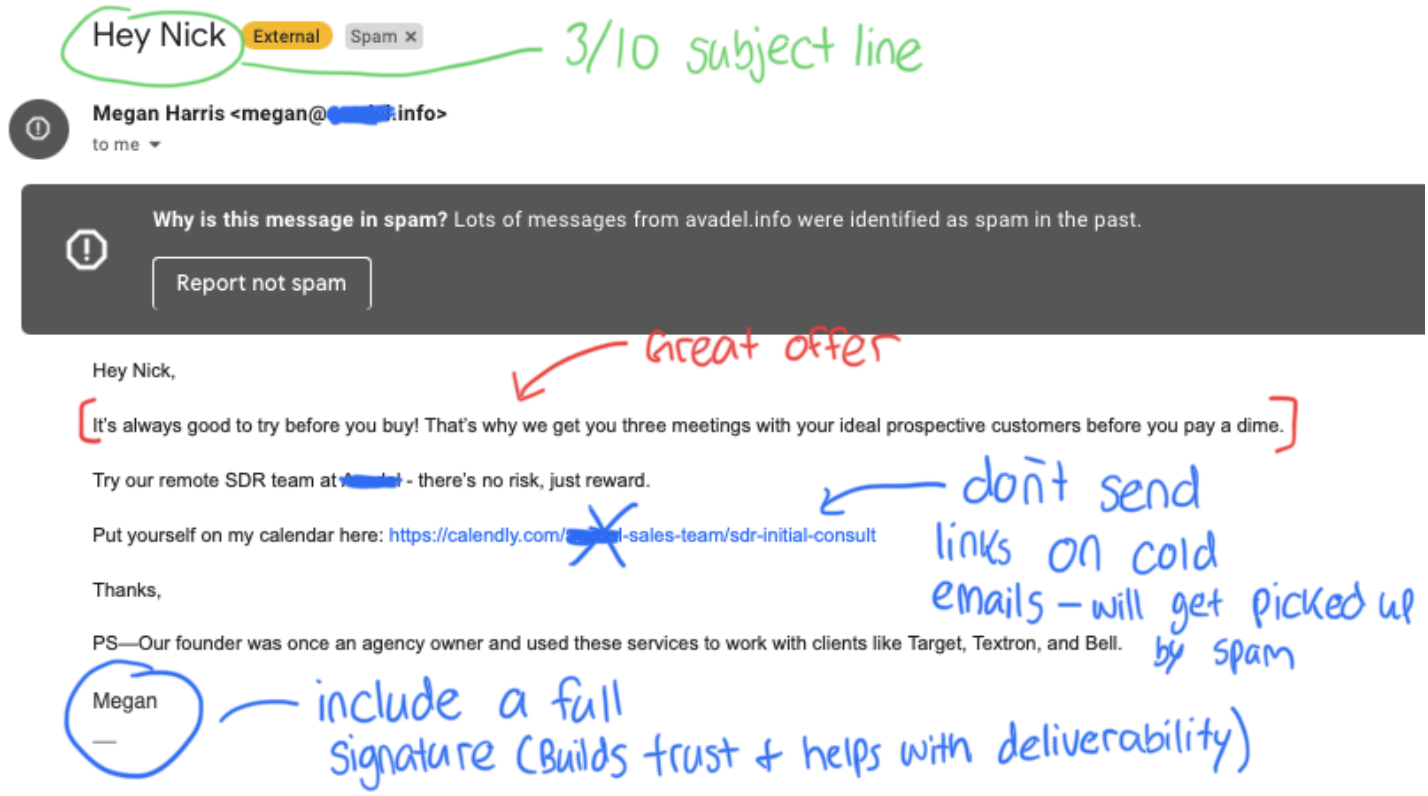
- no bolds
- no highlights
- no different colors

NONE OF THAT

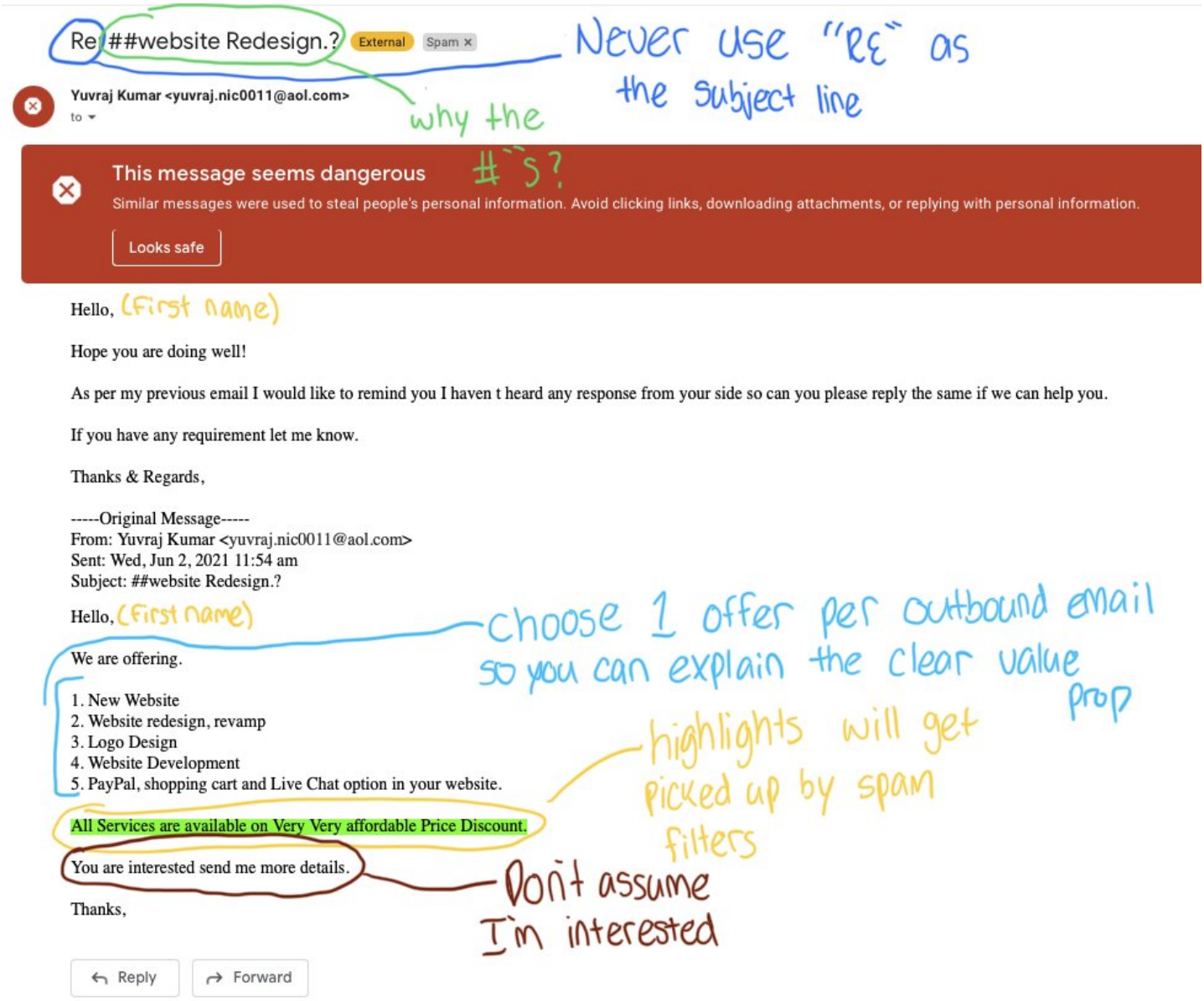


You want to avoid using links in your cold emails

They get picked up by spam filters unless you use a private engagement network that clicks your links in your email and marks the email as safe to train the algorithm in believing your email is safe

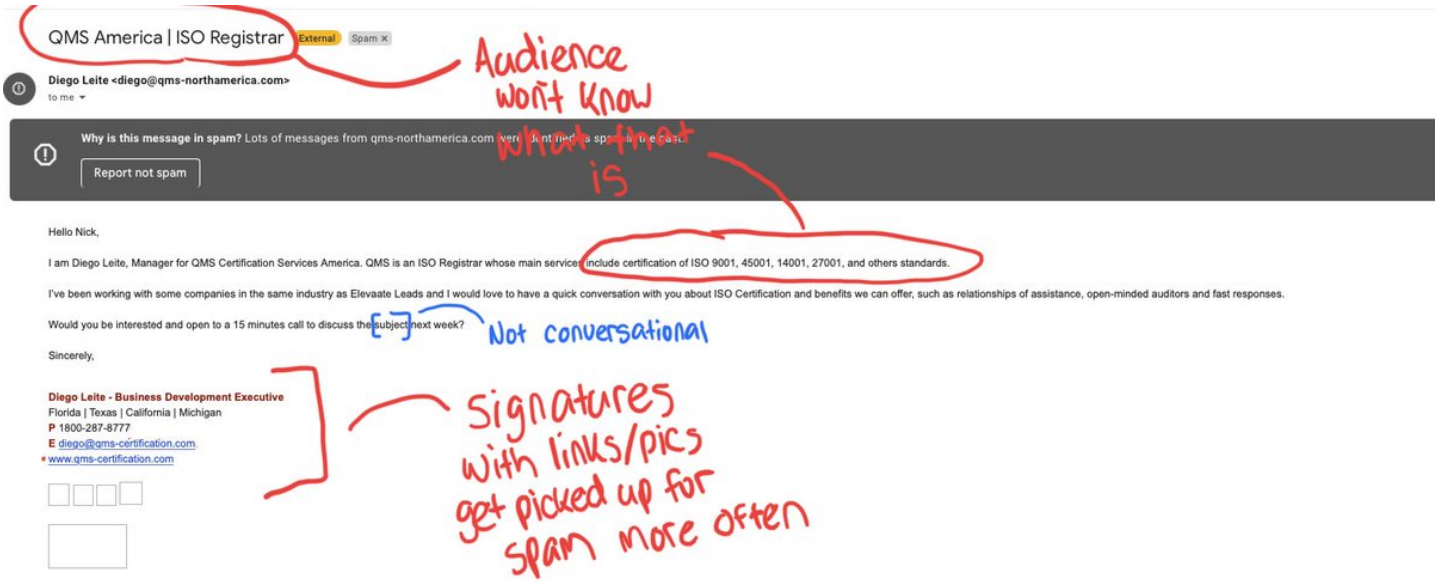


Never assume the prospect is interested in what you're selling



If you're cold emailing a generic industry, don't use industry specific terms

Educate them



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