

Twitter Thread by Nick Abraham



Nick Abraham

[@NickAbraham12](#)



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

Need a loan? External Spam x



emma@getbreadcapital.com

to me ▾

LMAO @ the name



Why is this message in spam? Lots of messages from getbreadcapital.com were identified as spam in the past.

Report not spam

Interested in a low-interest loan? If you're doing \$30k+ per quarter, we can help.

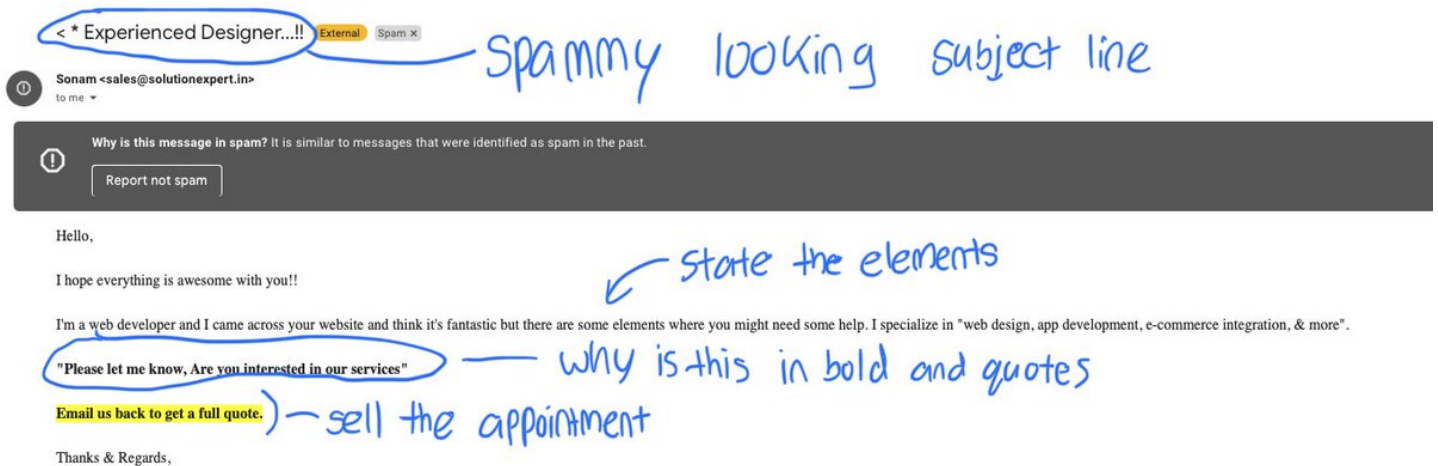
Let me know if you'd like to discuss.

(signature?)

does not build trust

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

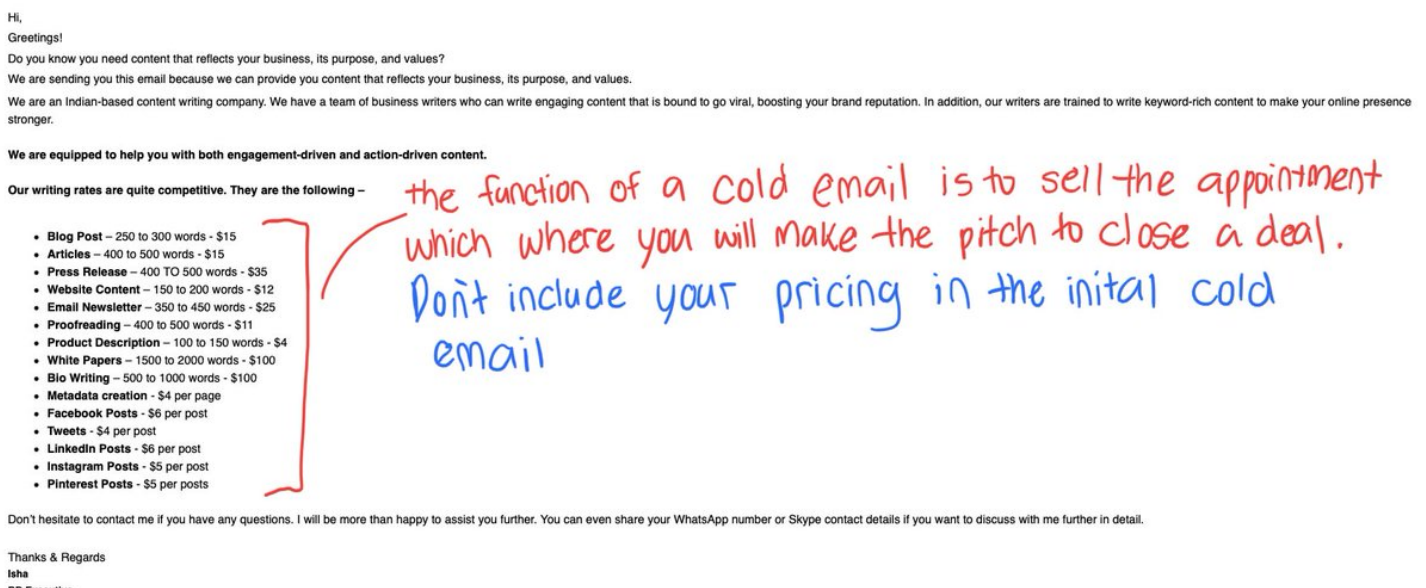
Clearly state the elements in the cold email or its obvious you're just trying to bait me



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

Wednesday, June 23, 2021 External Spam x

asyikin...@drb-hicom.com
to me ▼

Why is this message in spam? It is similar to messages that were identified as spam in the past.



Report not spam

Good day

review attach Invoice:6/22/20214:08 PM-2021 for your reference.

ID: nickabraham@elevaateleads.com

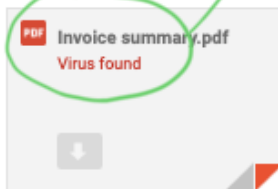
Best Regrad,

...

[Message clipped] [View entire message](#)



Anti-virus warning – 1 attachment contains a virus or blocked file. Downloading this attachment is disabled.



this is why
you never send
attachments in cold

emails.
People actually send
viruses

Never apologize in the cold email for sending a cold email

That literally makes no sense

Just a friendly outreach about External Spam x



Denise McCoy <ddenisemccoy@gmail.com>

to me ▾

about what?



This message seems dangerous

Similar messages were used to steal people's personal information. Avoid clicking links, downloading attachments

Looks safe

Hello Nick,

I'm reaching out to you because I found your website yesterday and thought you'd be interested in a collaboration.

Hope you don't mind my outreach! — don't apologize

Regards,
Denise

put your signature so I

what does this mean

can see if a collab is worth it

← Reply

→ Forward

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 ALAOU" <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.

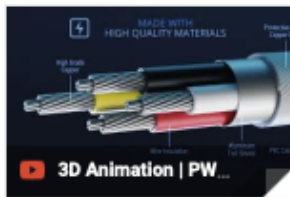
Would you be available soon for a quick chat?

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

Have a great day!

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

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

Re: Quote for SEO../ External Spam x

Don't use
'Re:' in cold emails

Alyssa Miller <alyssa@trafficleads.com>
to Alyssa, bcc: me

Why is this message in spam? Lots of messages from trafficleads.com were identified as spam in the past.

Report not spam

Hi, (first name)

We are an India-based SEM & Web Development company. We are a team of 100+ IT professionals with expertise in:

Search Engine Marketing:

1. Keyword Research & Analysis
2. Web Competition Research & Analysis
3. On-page SEO
4. Off-page SEO
5. Local SEO
6. Content Marketing
7. Backlinks Acquisition

1 offer per cold
email

We'd be happy to send you FREE WEBSITE AUDIT REPORT **our** PRICING & PACKAGES **details if you'd like to assess our work.**

Looking forward to hearing from you.

Warm Regards,
Alyssa

use black texts & no
bold lettering

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

Hey Nick

External

Spam x

3/10 subject line

Megan Harris <megan@avadel.info>

to me

Why is this message in spam? Lots of messages from avadel.info were identified as spam in the past.

Report not spam

Hey Nick,

[It's always good to try before you buy! That's why we get you three meetings with your ideal prospective customers before you pay a dime.]

Try our remote SDR team at [Avadel](#) - there's no risk, just reward.

Put yourself on my calendar here: <https://calendly.com/avadel-sales-team/sdr-initial-consult>

Thanks,

PS—Our founder was once an agency owner and used these services to work with clients like Target, Textron, and Bell.

Megan

—

Great offer

don't send
links on cold
emails - will get picked up
by spam

include a full
signature (Builds trust & helps with deliverability)

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

Re: ##website Redesign.? External Spam X Never use "Re" as the subject line

Yuvraj Kumar <yuvraj.nic0011@aol.com> why the #s?

This message seems dangerous
Similar messages were used to steal people's personal information. Avoid clicking links, downloading attachments, or replying with personal information.

Looks safe

Hello, (First name)

Hope you are doing well!

As per my previous email I would like to remind you I haven't heard any response from your side so can you please reply the same if we can help you.

If you have any requirement let me know.

Thanks & Regards,

-----Original Message-----
From: Yuvraj Kumar <yuvraj.nic0011@aol.com>
Sent: Wed, Jun 2, 2021 11:54 am
Subject: ##website Redesign.?

Hello, (First name)

We are offering.

1. New Website
2. Website redesign, revamp
3. Logo Design
4. Website Development
5. PayPal, shopping cart and Live Chat option in your website.

choose 1 offer per outbound email so you can explain the clear value prop

All Services are available on Very Very affordable Price Discount. highlights will get picked up by spam filters

You are interested send me more details. Don't assume I'm interested

Thanks,

Reply Forward

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

Educate them

QMS America | ISO Registrar External Spam X Audience won't know what that is

Diego Leite <diego@qms-northamerica.com> to me

Why is this message in spam? Lots of messages from qms-northamerica.com were sent recently. You might not need this spam in your inbox.

Report not spam

Hello Nick,

I am Diego Leite, Manager for QMS Certification Services America. QMS is an ISO Registrar whose main service include certification of ISO 9001, 45001, 14001, 27001, and others standards.

I've been working with some companies in the same industry as Elevate Leads and I would love to have a quick conversation with you about ISO Certification and benefits we can offer, such as relationships of assistance, open-minded auditors and fast responses.

Would you be interested and open to a 15 minutes call to discuss the subject next week? Not conversational

Sincerely,

Diego Leite - Business Development Executive
Florida | Texas | California | Michigan
P 1800-287-8777
E diego@qms-certification.com
W www.qms-certification.com

Signatures with links/pics get picked up for spam more often

If you enjoyed this, please:

1. Retweet the first tweet
2. Follow me [@NickAbraham12](#) for more

Comment below what else you would add ■