Twitter Thread by Nik Sharma



Nik Sharma
@mrsharma

99% of people suck at writing cold emails.

I get about 1,000 emails per day, here's what catches my eye ■

Clear introduction with social proof.

There's no need for "Hope you're doing great" or "How's the weather in NYC?"

Get to the point: "My name is Nik, I run Sharma Brands, and we scale DTC brands like JUDY, Poo~Pourri, and Bacardi."

Setup the context.

It's helpful to understand the lens through which you're reaching out.

"I saw you just launched Jambys, and we work with Eight Sleep. I wanted to explore what a partnership looks like."

Explain what you bring to the table (aka, why should I care?)

Add numbers, facts, and/or more social proof.

"We've been featured in Oprah's Favorite Things, and have a customer database of over 125,000 sleepers."

Go for the ask.

Don't waste anyone's time. Definitely don't ask if you can ask a question.

"We have an idea for a collaborative product that we want to send to our and your existing customers."

Finish with a CTA.

Learned this trick from @ShaanVP.

You want to get a "Yes", "No", or "Talk to this person" response.

"If you're interested, we'd love to talk next steps with your team."

The key to a good email:
• Clear introduction w/ social proof
• Steup the context
• Explain what you bring to the table
• Go for the ask
• Finish with a CTA

If this was helpful, feel free to follow me: @mrsharma & retweet the first tweet:

https://t.co/nseEOlk4zq

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>
> I get about 1,000 emails per day, here's what catches my eye \U0001f9f5
>
> — Nik Sharma (@mrsharma) November 23, 2021

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