

Twitter Thread by Sieva Kozinsky



Sieva Kozinsky

@SievaKozinsky



I've raised millions of dollars via cold emails.

Here's my exact playbook that you can use:

Great cold emails can help:

1. Raise money
2. Attract top talent
3. Build new partnerships

The opportunities are endless.

But you need a good strategy.

Let's say you're the founder of an AI-powered stethoscope called "Stethy"

You're looking to raise some money.

Here's how to raise money with cold emails:

1 - Define Your Goal

Our goal is to ask investors to join us for a call and get their feedback on our product or direction.

Once we've had a conversation with them, we can gauge their interest in investing.

2 - Find Investors

Go to 'Angel .co'

Filter by category "Health"

Write down a list of investors

Use 'Hunter .io' to find investor emails

3 - Do your research

After you have your list of investors, you have to do your research.

- What are their values?
- What's their background?
- What stage do they typically invest in?
- What companies have they funded in the past?

Spend time understanding each investor's goals and preferences.

We'll use this when crafting our email, but remember this...

Sending 10 unique cold emails > 100 copy and pasted cold emails.

Don't skimp out on your research.

Investors get 100s of emails.

Do your research and your emails will stick out.

4 - Draft Your Email

The best cold emails follow the AIDA format.

- Attention
- Interest
- Desire
- Action

Let's dive into an example...

Create Attention

When it comes to cold emails, you create attention in the subject line.

Here're some recommendations:

1. Keep it short
2. Pose a question
3. Share a compelling insight

Subject: Stethy – AI-Powered Stethoscope – Used by 800 Doctors – Raising Seed

Hi [Blank],

My name is Sieva, I'm the CEO at Stethy, and noticed that you've done some healthcare investing/advising so I thought it would be ok to reach out.

Stethy is the first reinvention of the popular stethoscope in 700 years. We use AI to listen, and report any potential health conditions to the doctor immediately.

We launched 6 months ago, and are used today by 800 doctors (growing 50% month over month).

Some helpful stats:

- Globally \$500M of stethoscopes are selling per year
- Top health centers like Stanford, UCSF and others are already on our waitlist
- Team has launched a top #3 selling health product on Amazon

Would you be interested in learning more about what we're building?

I'd also love to learn more about your experience investing/advising in the space.

Cheers,

Sieva

Attention



Pique Their Interest

After you've captured their attention, it's your job to pique their interest.

In one to two sentences...

- What's your story?
- Where are you going?
- What have you accomplished?

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Attention



Interest



Create Desire

Once you have their interest, rope them in.

Paint the picture.

- What's the industry look like?
- Who are some of your partners?
- What are some of your company's top accolades?

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Attention

Interest

Desire

Encourage Action

Once you have them hooked, make your ask.

In this case, we are looking to book a call.

But here are some other common CTAs:

- Join our waitlist
- Subscribe to my newsletter
- Sign up for a product demo

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Attention

Interest

Desire

Action

5 - Follow Up

After 3 days, we'll follow up with a message like this.

We'll rehash some of our main points and hit them with another call to action.

Hi [Blank],

Just wanted to follow up and see if you had a few moments to give us some feedback on our journey.

As a reminder:

- Stethy is an AI-powered Stethoscope (\$500M industry)
- Started 6 months ago, has 800 clients at top Health centers like Stanford, UCSF, and more
- Growing 50% month over month

Do you have some time in the coming weeks to chat?

Best,

Sieva

6 - 2nd Follow Up

After 7 days, we'll follow up this email.

We'll keep it short and will attempt to connect with them one more time.

The 2nd follow up is an effective last attempt.

Hi [Blank],

Just wanted to bring this to the top of your inbox.

Would you be open to chatting with us about Stethy?

Cold emails are a cheat code to accelerate your startup or business.

To recap, my step-by-step cold email strategy:

1. Define Your Goal
2. Find Investors
3. Do Your Research
4. Draft Your Email
5. Follow Up
6. 2nd Follow Up

did you find this cold email thread useful?

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