LoftyBiz Four-Part Cold Email Template

Ask for introductions first. Test small batches by hand. Keep every email to four parts. Automate only what already gets replies.

Example figures. General education, not financial or legal advice. Results vary. These are examples, not promises.

This week, before you write a single template

Ask three current customers for one introduction each, and keep those names in one list with a date and a next step. Then pick two possible lead sources, take ten names from each, and write ten four-part emails by hand for each source. Track every reply. Next week you will know which source deserves more of your time.

1. The four parts (keep the whole email under 90 words)

Part	What it does	Prompt to fill in
1. Why you	One line on why you are writing to this person in particular, not to a list.	I noticed that…
2. Your problem	One line naming a problem they probably have. Write about the reader, not about yourself.	Most of owners I work with are dealing with…
3. Proof	One short, true line of proof. Do not invent results.	We already work with… / I have helped…
4. One small ask	One easy next step, not a big commitment. Follow up once, about 5 days later, and then stop.	Would a 15-minute call next week be useful? / Could I send a quote for a

2. Worked example A — bookkeeping firm (illustrative only)

Subject: Receipts before tax time — a 15-minute call?

I noticed your cafe has just opened on the high street. Receipts often pile up in the first months, especially before tax time. I already work with eleven local restaurants and cafes on a simple monthly bookkeeping plan. Would a fifteen-minute call next week be useful?

About 88 words. Example only; results vary.

3. Worked example B — office cleaning company (illustrative only)

Subject: A one-time deep clean after your new tenant move-in

I noticed your building on Portage Avenue has a new tenant floor. Moves often leave offices needing a deep clean. We already clean four buildings within a few blocks of you. Could I send a quote for a one-time clean?

About 58 words. Example only; results vary.

4. Test two sources by hand

Do not buy or scrape a big list before you have tested any source. Take ten names from each of two sources, write every email yourself, and record the replies below. Automate only the source and the message that people already answer.

Name (first only)	Source	Date sent	Follow-up on	Replied?	Next step
	Source A				
	Source A				
	Source A				
	Source B				
	Source B				
	Source B				

Use a first name only on this page. Keep full contact details in your own private list, such as Systex.

5. Three mistakes to avoid

1. Buying or scraping a big list before you have tested any source.
2. Writing about yourself instead of the reader's problem.
3. Skipping the warm introductions you could have had for free.