GAIA NEXUS

FREE PDF GUIDE

Cold Email Starter Kit for Freelancers

A 5-part structure, five templates and follow-ups that get replies



Gaia Nexus

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What this starter kit is

A short, practical guide to writing your first cold emails as a freelancer: emails to people who don't know you yet. It includes a simple structure, five templates, follow-ups and a tracking table.

> Cold email works when it is about them, not about you. One person, one problem, one easy question.

The 5-part structure

1. **Subject line (3–6 words):** specific and plain. "Quick idea for [Company]'s menu" beats "Collaboration opportunity".
2. **Personal first line:** show you looked. "I saw your new location opened in Barranco last month."
3. **The problem or opportunity:** one sentence, said kindly.
4. **Proof:** one link or one result. Not your full CV.
5. **Easy question:** something they can answer in five seconds. "Would it help if I sent two ideas?"

Keep it under 120 words. Write it the way you would speak.

Template 1: The specific idea

Subject: Idea for [Company]'s [thing]

> Hi [Name],
>
> I came across [Company]'s [website / Instagram / listing] and liked [specific detail]. I noticed [opportunity, said kindly].
>
> I help [type of business] with [service]. Here's a recent example: [link].
>
> Would it be useful if I sent you two quick ideas for [thing]? No strings attached.
>
> Best,
> [Name]

Template 2: The mutual connection

Subject: [Mutual contact] suggested I write

> Hi [Name],
>
> [Mutual contact] mentioned you're working on [project]. I've helped [similar client] with [result or deliverable].
>
> Would you be open to a 15-minute call next week to see if I could help?

Template 3: The before and after

Subject: A small redesign of your [thing]

> Hi [Name],
>
> I made a quick mock-up of how your [thing] could look: [link]. It took me 20 minutes and it's yours to keep either way.
>
> If you like the direction, I'd be happy to finish it properly. Interested?

Template 4: The trigger event

Subject: Congrats on [news]

> Hi [Name],
>
> Congratulations on [launch / new location / hiring]. Moments like this usually mean [related need, e.g. "a lot of new content to produce"].
>
> I help [type of business] with [service] — example here: [link]. Would it help to talk about it this month?

Template 5: The useful resource

Subject: Checklist for [their goal]

> Hi [Name],
>
> I put together a short checklist on [topic relevant to them]: [link]. Thought it might be useful as you [their current activity].
>
> If you'd ever like help implementing it, I do this for [type of business]. Either way, I hope it helps.

Follow-ups

Many replies only come after a follow-up. Wait 3–4 business days between messages, and stop after the second follow-up.

Follow-up 1:

> Hi [Name], bumping this in case it got buried. Happy to send those two ideas for [thing] — just reply "yes".

Follow-up 2 (the polite close):

> Hi [Name], I'll stop here so I don't crowd your inbox. If [thing] becomes a priority later, I'm one email away. All the best with [Company]!

Mistakes to avoid

- Sending the same untouched message to everyone.
- Long paragraphs about your experience.
- Attachments in the first email (use a link).
- Asking for a long call in the first message.
- Following up more than twice.
- Writing to people who have asked not to be contacted, or using addresses you bought from a list.

Tracking table

Company	Contact	Email date	Follow-up 1	Follow-up 2	Status
					No reply / Interested / Call / Client / No

Simple weekly target

Activity	Target
New personalised emails	25
Follow-ups sent	All due
Replies	Track the rate; adjust if below 1 in 10
Calls booked	1–2

> Results vary by niche and offer. If replies are low, change the first line and the question before changing anything else.

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