

Free cold email template for partnership (copy, edit, send)

Use the brackets to personalize. Optional lines are marked; keep or delete. Works for pre-event or pure cold — just pick the variant blocks. Replace Introw with your company if you're not using it.

Subject: [Quick intro/context] [EVENT or topic] | [Your Company] × [Their Company]

Hi [First name],

[Who] [Your first name] here, [role] at [Your Company].

[Optional social proof: Referred by / We're both in [community] / Noticed your work with [client]].

[Why now — pick one]

- Pre-event: Heading to [EVENT] on [date]? Would love to grab coffee and compare notes on [shared topic]. I've set aside [two time windows] — do either work?
- Pure cold: I work with partners like [Their Company] whose clients ask about [problem 1] and [problem 2]. Thought a quick fit check could help.

[Joint value proposition — one sentence]

Together, we help [shared ICP] achieve [outcome] by combining your [their strength] with our [your strength].

[Fast proof — one option]

We support [number] companies in [industry] and recently helped [customer] [result in number/timeframe].

[Optional one link: case study / marketplace listing]

[CTA — choose one]

Open to a 12-minute chat [day/date] at [time window]?

Or grab a slot here: [calendar link].

Thanks,

[Your name]

[Title] — [Your Company]

[Credibility line: e.g., 30+ five-star reviews / SOC 2 / HubSpot compatible]

[Website] | [Calendar link] | [Optional LinkedIn]