Cold Outreach Messaging Framework 2025

Cold Outreach Components
Building Blocks to a Winning Message

First line — Choose 1

Relevancy - Reason for reaching out to them specifically.
Observation - Signal or trigger.
Recency - Event or news.

Body — Choose 1-4

Problem statement - Twist the knife with comparisons or stats.
Dream outcome - Calculate how they reach their ideal state.
Poke the bear - Question or statement around a pain point.
Case study - Successful outcomes from similar clients.
Problem-solution - Present solution with the problem.
Personal touch - Personalised video or voice note.
Social proof - Quantifiable results or name drop.
Value - Make money, save money, or save time.
Story - Tell a story to make your point.
Resource - Relevant guide or report.
Offer - Valuable way you can help.

Call-to-action — Choose 1

Soft CTA - Is solving {{problem}} a priority right now?
Resource CTA - Would you want to see the report?
Hard CTA - Open to a chat about this?
Colleague ask - Or is {{colleague name}} the right person to speak to about this?

P.S. — Optional

Everyone reads these, it's a free line.

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Step-by-step Breakdown

Step 1: Write a strong first line

Start by clearly explaining **why you are reaching out**.

- Reference something specific about the person or company.
- Use one of the following:
    - **Relevancy:** Why this message is meant for them.
    - **Observation:** A signal, action, or behavior you noticed.
    - **Recency:** A recent event, update, or news item.

The goal is to immediately show relevance and earn attention.

Step 2: Build the body of the message

Choose **1 to 4 components** to explain your message clearly and concisely.

Mix and match based on context:

- **Problem statement:** Highlight a common issue they likely face.
- **Dream outcome:** Describe what success looks like for them.
- **Poke the bear:** Ask a question that challenges the current state.
- **Case study:** Share results from a similar company.
- **Problem-solution:** Connect the problem directly to your solution.
- **Personal touch:** Add a short personalized note, video, or voice message.
- **Social proof:** Mention real results or recognizable names.
- **Value:** Show how this helps save time, save money, or make money.
- **Story:** Use a short story to explain your point.
- **Resource:** Offer a relevant guide or report.
- **Offer:** Explain how you can help in a concrete way.

The goal is to be helpful, clear, and relevant and not long.

Step 3: Add one clear call to action

End with **one simple next step**.

Choose the CTA based on intent level:

- **Soft CTA:** Ask if the problem is a priority right now.
- **Resource CTA:** Offer to share a report or guide.
- **Hard CTA:** Ask if they are open to a short conversation.
- **Colleague ask:** Ask if someone else is the right person to speak with.

Avoid multiple CTAs in one message.

Step 4: Use the P.S. intentionally (optional)

Use it for:

- A relevant signal (hiring, launch, funding)
- Light social proof
- A human touch
- A reminder of value

Step 5: Keep the Entire Message Under 70–80 Words

Add a short P.S. if it reinforces the message.

- Use it to restate value, add urgency, or highlight a resource.
- Keep it short and relevant.

Many people read the P.S. first, and use it wisely.