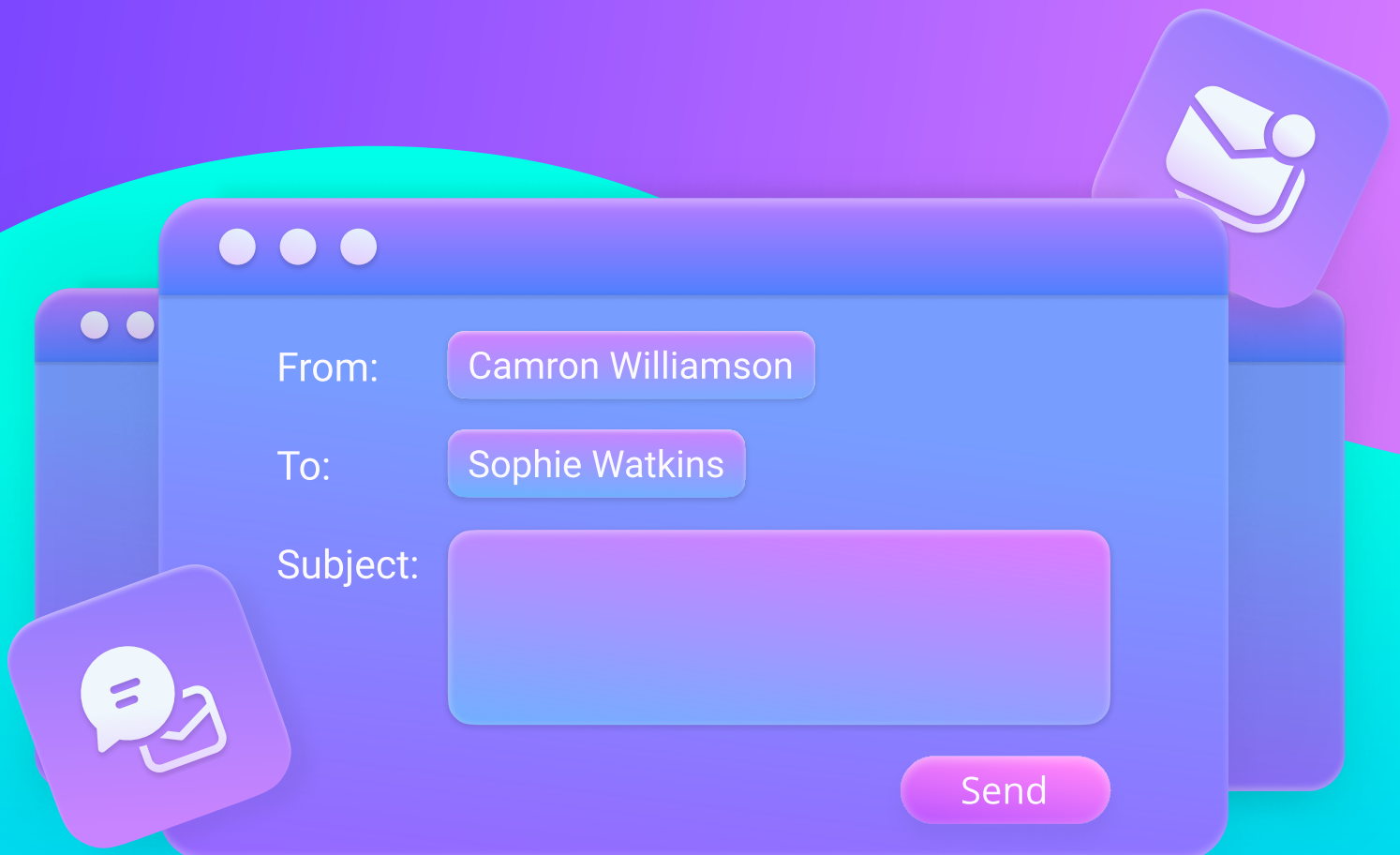


# Snovio

GUIDE

# 10

## FAILPROOF COLD EMAILS FORMULAS



# 10 FAILPROOF COLD EMAIL FORMULAS

Writing a compelling cold email is not as easy as it seems.

Every line is important and should hook your prospects in. Fortunately, there are powerful formulas that can be used to structure your email copy and improve your response rates.

This e-book has been put together by our team of marketing specialists combining their years of unique experience in email marketing with the best techniques and strategies from professionals all over the world collected by the team behind Snovio Labs.



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# PERSONAL APPROACH OR AIDA

## (ATTENTION – INTEREST – DESIRE – ACTION)

Let's start with probably the most common copywriting model - AIDA, which focuses on a specific reader. Using this formula your email will become more personal and recipient-centered. Moreover, AIDA-based email won't look like a blast, but like a friendly offer from one person to another.

These are the AIDA elements:

**Attention** – Catch the prospect's attention with the subject line or opening sentence. Analyze your target audience to identify what can get them to notice you.

**Interest** – Now that you have your target audience's attention, appeal to their professional or personal interest. Highlight their pain points. Make it all about your prospect, not you.

**Desire** – List all the benefits you offer, describe their value. Stimulate desire by deploying social proof, scarcity effect, exclusivity, or telling how your offer would change your prospect's life.

**Action** – Seeing that you have caught your reader's attention, piqued their interest and built desire for your offer, it's time to end your email by asking for a specific action. Be exact in your instructions and don't confuse them with multiple options.



Let's take a look at an example of the AIDA formula in action:



## Save Time. Get Leads.

1 message

**Michael Peters** [mpeters@gmail.com](mailto:mpeters@gmail.com)

to me

Hi Stephanie,

We know it's not easy finding relevant leads.

ATTENTION

INTEREST

Staying ahead of your competition, especially in the restaurant industry, is essential. Time as to be spent every single day to make sure you make the right decision and stay on top.

DESIRE

Efficient. Reliable. Trustworthy. These are just a few things you become when you don't have to spend hours looking for leads. [Snovio](#) is here for you. A cold outreach solution you've been looking for.

Let us help you get back into rhythm. Your time and effort deserve to be matched with the prowess of Snovio. [Try it for free now.](#)

ACTION

Notice the brevity of this email. It perfectly illustrates the one thing you should remember about cold emails - making your email as short as possible increases the chances of it getting read in full. Speaking of brevity, let's check out the next formula.



Send an email using this template

# GET TO THE POINT OR **BBB**

## (**BRIEF** – **BLUNT** – **BASIC**)

The shorter, the better. People appreciate brevity and simplicity. Leave out all the unnecessary adjectives and don't go around in circles. Your BBB email should be built according to these principles:

**Brief** – Keep it as short as possible. It was found\* that shorter emails result in faster response time.

**Blunt** – Cut right to the point. Lay out what you have to offer and why it might be useful or helpful.

**Basic** – Keep it simple. Don't use overly elaborate words or sentence constructions. Bear in mind the person you're writing this email to.

Don't ask for an appointment or beat around the bush. This email formula produces the shortest email letters, so every word has to bring something of value.



\*LINK: Aral, Sinan and Brynjolfsson, Erik and Van Alstyne, Marshall W., Harnessing the Digital Lens to Measure and Manage Information Work (November 16, 2010).

Your email should look something like this:



## Getting tired

1 message

**Michael Peters** mipeters@gmail.com

to me

Hi Mark,

Lead sourcing can be tiresome.

Let Snovio carry thar burden for you.

Fast access to email addresses along with job positions, email verifier, free email tracker extension and so much more.

[Take the chance](#). You won't regret it.

BLUNT

BRIEF

BASIC

In about 40 words we managed to express that we are aware of our prospect's main pain point, introduced ourselves and what we do and inspired the prospect to take action. Nothing extra.



Use this template for an email

# CREATE AN IMAGE OR BAB

## (BEFORE – AFTER – BRIDGE)

The **BAB** formula is designed to make a specific offer that appeals to the needs and desires of your recipient:

**Before** – Describe a challenge your prospect faces. Make sure to only list the problems and consequences that your product or service can reduce or solve.

**After** – Show them how awesome the future without this problem could be. If you have specific stats or numbers - use them.

**Bridge** – Explain how your product or service can help them reach that future.

For maximum effect, write one short paragraph for each element of the formula. Don't forget about a call to action either.

This formula is a big hit with cold emails. It works because it is based on the Freudian pleasure principle\*, according to which humans are instinctively seeking for pleasure and avoiding the pain. These are the two main things that motivate people to act.



\*LINK: Laplanche, J. and Pontalis, J. (1988). The Language of Psycho-analysis.

Take a look at the example:



## Quality leads problem

1 message

**Michael Peters** [mpeters@gmail.com](mailto:mpeters@gmail.com)

to me

Hi Michael!

BEFORE

Making sure a lead is good is not an easy task. High bounce rates, invalid emails, and catch-all email addresses are slowly bringing you down?

There is an easy solution to this problem that plagues so many start-ups. You can clean your email lists and verify your leads the moment you find them.

AFTER

Look no further than Snovio. Easy-to-use, fast, and efficient, [Snovio](#) is a lead generation, verification and tracking solution you need.

BRIDGE

Make sure to check out [the services](#) if you want to finally leave your lead problems in the past.

CTA

By using the BAB formula you will transform your product-focused copy into a benefit-focused one appealing to your prospects and making them convert.



Try out this formula right away

# PAIN POINTS OR PAS

## (PROBLEM – AGITATE – SOLVE)

Similarly to the BAB formula, the PAS formula is based on determining a unique pain point. But instead of giving a vision of the glittering future free of this problem, you are pouring salt on the wound.

It goes like this:

**Problem** – Identify a sore point.

**Agitate** – Hammer home the severity of this problem by going into the specifics of it. Reinforce your statement with examples, personal experience or links to sources that prove it.

**Solve** – At this stage, you should be the hero who has a solution to the problem.

The PAS formula works because pain is a greater motivator than pleasure. People are more likely to take action to avoid possible negative consequences than do something for positive gain. Causing the recipient to imagine how their problem could get worse or affect other aspects of their life will motivate them to look for a solution.

Here's this formula in action:



## Been there, have a solution

1 message

**Michael Peters** [mpeters@gmail.com](mailto:mpeters@gmail.com)

to me

Hello Lauren,

PROBLEM

Buying leads to jumpstart your new local business sounds like a great idea. It's a bit pricey, but you still order them from one of the mainstream providers, go through the data and start making phone calls. By the time you reach the list, you've probably already realized that the list you bought is useless.

AGITATE

Let us help put your frustration to rest with Snovio. Snovio was designed to help businesses and individuals in need of a reliable, fast and efficient way to generate quality leads and verify them.

SOLVE

Get started now! [Generate leads](#) or [verify emails](#) with our free and easy-to-use Snovio chrome extensions or visit [Snov.io](https://snov.io) for more tools and info.

The Problem and Agitate elements have to stir just enough frustration in your prospect to push them to action. Just make sure it's completely resolved by the Solve element - never agitate your prospect with a problem your product or service doesn't solve.



Send an email using this template

# IT'S ALL ABOUT THE QUESTION OR QVC

(QUESTION – VALUE PROPOSITION – CALL TO ACTION)

Did you know that starting your email with a question helps attract the recipient's attention? It is also recommended to keep your cold email between 3 and 5 sentences. If you don't know how to manage this complex task, use the helpful **QVC** formula below.

**Question** – No need for introduction. Instead, go straight to the point and lead in with a question closely related to your offer and the recipient's problem.

**Value Proposition** – Communicate your core message and try to highlight what makes you stand out from everyone else.

**Call To Action** – The final point of your email should be strong. Use a closing call to action that elicits a response.

Just like the BBB formula, QVC is supposed to be concise and strong. Pay attention to every word.



Let's take a look at this formula as an email:



## 2021 is all about efficiency, Patrick!

1 message

**Michael Peters** mipeters@gmail.com

to me

Hello Patrick,

QUESTION

Do you ever wish there was an easy way to save emails from websites?

VALUE PROPOSITION

Snovio created a Chrome extension that makes saving emails from websites, social networks and search results not just possible, but super efficient.

If you want to find a solution to your lead generation troubles and make collecting emails easy, give Snovio a chance by responding directly to this email or check out all the platform's tools [here](#).

CALL TO ACTION

This is one of the most effective formulas that hooks your prospect in from the very start. Try to make your email sound relaxed - more like a friendly recommendation, less like a desperate attempt to get attention.



Send an email using this formula

# BE NICE OR PPP

## (PRAISE – PICTURE – PUSH)

The **PPP** formula works because, once again, psychology is at play: being praised, even by the people you don't know, releases dopamine and, as a result, improves your mood.

**Praise** – Open up by genuinely praising your prospect in some way. Receiving a compliment activates the same pleasure centers as receiving money\*. It's a compelling scene starter for your email.

**Picture** – Build a cause-and-effect sequence to clearly show how your product or service can help your prospect. When you explain cause and effect, prospects trust you and your arguments more.

**Push** – Fuel their curiosity. Give a taste of your offer, but don't go into detail on all the benefits. Provide just enough information to excite the prospect's interest and push them to action.



\*LINK: Izuma, Keise et al., Processing of Social and Monetary Rewards in the Human Striatum (24 April 2008), Neuron , Volume 58 , Issue 2 , 284 - 294

Here's an example of an email we've created with this formula:



## Sales & marketing budget solution

1 message

**Michael Peters** [mpeters@gmail.com](mailto:mpeters@gmail.com)

to me

Hi Robert,

PRAISE

Medical device business has become much more crowded in recent years, yet your company seems to have grown and become one of the leaders in the market despite competition. Kudos to you, and congrats on your recent award!

As one of the industry's leaders, your sales and marketing departments are likely to be getting a big slice of the budget. Snovio can help you save money and time by automating the tasks like lead generation, email verifications, campaign sending, and follow-ups. This means more resources, more closed deals, and more profit.

PICTURE

If you're interested, you can [try the all-in-one solution](#) for free now, or get back to me about a demo.

PUSH

A common mistake we've seen many marketers make with this formula is not putting enough effort and research into the Praise element.

It's the main element of this formula that affects your prospect's decision the most. Make sure it's a genuine compliment highlighting a real, specific, and important achievement, not empty praise.



Try out this formula right away

# STAR OF THE SHOW OR SCH

## (STAR – CHAIN – HOOK)

This SCH formula was originally designed as an advertising message. Its elements are similar to those of AIDA formula, but the key parts are more distinctive and specific.

Your steps are as follows:

**Star** – Introduce the star of the show – your idea, service or product. Make your opening positive and catchy.

**Chain** – Provide a series of strong facts, advantages and reasons why your star will improve your recipient's life. This part is intended to turn the recipient's attention into interest and then into desire.

**Hook** – Catch them with a powerful call to action.

The chain is the element you should focus on. It should provide enough information to support your star and hook. This could be unique data, trusted sources, testimonials, case studies or significant use cases.

Here's how it works:



## An improved outreach solution

1 message

**Michael Peters** mipeters@gmail.com

to me

Hello Peter!

STAR

Finally, an easy-to-use, all-in-one email outreach solution.

Generate leads, verify your prospect lists, send out drip campaigns, and track individual emails, all within a single platform. No more switching between multiple pricey solutions - save your time and budget without sacrificing the quality. Save up to \$20k on outreach, the numbers don't lie ([here's](#) an article they've created with the calculations).

CHAIN

Snovio is exactly what a tech startup like yours needs at the beta stage. And they're offering a lifetime deal on AppSumo right now. What better time to [check them](#) out?

Cheers,  
Michael

HOOK

What makes this formula great is that it allows for a lot of creativity in your copy, so it's perfect for experimenting with new unconventional ideas.

For better conversions, add info about any current discounts or offers that will convince your prospect to act faster.



Use this formula for an email

# STIR THEIR FEELING OR SSS

## (STAR – STORY – SOLUTION)

SSS is a short character-focused formula with the following elements:

**Star** – Introduce the star of your story. It can be you or your prospect, as well as your idea, product, service or new feature.

**Story** – In this paragraph, talk about the problem the star faces. Keep your story coherent and captivating.

**Solution** – Describe what turned out to be a winning situation for the star.

There is no need to be too dramatic with your story. Just try to identify your prospects' problems and stir their feelings. This will make your solution stand out.

The SSS formula will translate into an email in the following way:



## Can help with the leadgen problem

1 message

**Michael Peters** [mpeters@gmail.com](mailto:mpeters@gmail.com)

to me

Hey John,

STAR

Our company has just turned two, and, as you can expect, recruiting and outreach are our two biggest focuses right now. Usually, a company like ours would be burning through the budget searching for the best job candidates and potential clients. We know this killed many a startup.

STORY

Thankfully, we ourselves have created a solution that doesn't just get the job done, but also helps us save time, money, and human resources. We found a way to bring together everything you might need for outreach under one roof - lead gen, email verification, triggered campaigns, and scheduled follow-ups. We even offer an email tracker that integrates into your Gmail.

SOLUTION

This way we found a way to save thousands of dollars and make our outreach more efficient. And we know a solution like this can be useful for you too. Would you be interested in a [demo](#) or a [call next week](#)?

Best regards,  
Michael Peters from [Snovio](#)

If you don't have a lot of experience as a copywriter, test your final copy on your coworkers and get their feedback on the Story element to make sure it's convincing and genuine enough.



Try out this formula right away

# LET THEM GO OR BYAF

## (BUT YOU ARE FREE)

The BYAF is a very simple but extremely effective compliance-gaining technique.

To bring it into action you just need to state that a prospect **is free to refuse** your offer or request. Its persuasive efficiency has been proven by 42 independent psychological studies\* on more than 22.000 participants.

The fact is that by recognizing the target audience's freedom to say "no" you double your chances to receive an affirmative response.

Yes, it's really as easy as that!



\*LINK: Christopher J. Carpenter (2013) A Meta-Analysis of the Effectiveness of the "But You Are Free" Compliance-Gaining Technique, Communication Studies, 64:1, 6-17.



The BYAF formula is very easy. Your email can be structured any way, as long as you add the But You Are Free element:



## Just the right thing for your startup, Marissa

1 message

**Michael Peters** [mpeters@gmail.com](mailto:mpeters@gmail.com)

to me

Hey Marissa,

Your company is one of the most promising startups we've ever come across and we really hope you succeed. To help you with that, I want to tell you about a great way to find verified leads and turn them into clients faster to help your startup keep outreach efficient.

Snovio is an all-in-one email outreach service with multiple tools for all your marketing and sales needs. We can help you save thousands by offering tools like email finder, email verifier, triggered drip campaigns, and email tracker under one roof and one affordable plan.

If you're not interested, no worries! If you want to explore what else Snovio has to offer, you can visit [our page](#) or reply to schedule a demo. We'll be happy to answer any questions.



BUT YOU ARE FREE

This is the formula we ourselves use most often. It doesn't require much planning or structure - the BYAF element takes away the objection that is automatically stirred in any prospect receiving a cold email. It also makes you come across friendlier in the eyes of the prospect, which is always an advantage.



Send an email using this template

# THE CLASSIC OR RDM

## (THE READER'S DIGEST MODEL)

This model is based on John Caples' study of the structure of the **Reader's Digest** articles from his classic book *Tested Advertising Methods*\*.

According to him, the best articles all have a couple of things in common :

- ✦ They are **fact-packed**
- ✦ They are **telegraphic**
- ✦ They are **specific**
- ✦ There are **few adjectives**
- ✦ They **arouse curiosity**

Make sure your email checks all the boxes. This formula is what you could call an oldie but a goodie.



\*LINK: Caples, John. *Tested Advertising Methods*. 1974.

Here's how it can be used for cold emailing:



## Your business deserves the best when it comes to email marketing

1 message

**Michael Peters** mipeters@gmail.com

to me

Hello Diane,

Success in marketing can make or break a business. Time to make the switch to Snovio, an outreach service to help with all of your email marketing needs.

With Snovio you can:

- Improve your leadgen process with fast access to email addresses with job positions
- Verify emails by one, in bulk, or through API
- Discover company profiles
- Send drip campaigns and automated triggered follow-ups
- Find out when your emails are opened right in your Gmail

Snovio is the only service on the market that takes care of all your marketing concerns. Trust us to take your business to new heights. Are you open to a [call](#) this Thursday?

Best regards,  
Michael Peters

SPECIFIC

TELEGRAPHIC

FACT-PACKED

FEW ADJECTIVES

AROUSE CURIOSITY

These elements are exactly the qualities any email marketer will name when describing a good email copy. Make sure to top it off with a great CTA or an open question that will push the recipient to respond.



Use this template for an email

# COLD EMAILS ARE DIFFICULT, BUT YOU DON'T HAVE TO REINVENT THE WHEEL.

Use these 10 tried and true formulas to transform your cold emails into meaningful messages that generate leads and build stronger relationships with prospects.

Good luck!



[See all templates](#)

Thank you for downloading this booklet. We have put a lot of time and effort into creating it and nothing will make us happier than if you share it with your colleagues and subscribe to our social media channels:



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