

— SALES / OUTREACH

The Cold Email Template

Five cold emails that book a meeting, a table that picks one, and the three fields the FTC and the ICO require inside the message.

Version 1.0 · August 11, 2026 · talk2bud.com/blog/cold-email-template-meeting

FILL THIS IN IN 30 SECONDS

Pick a version with the table overleaf. Write the first line before anything else: one dated fact about them that was not true last quarter. Keep the ask to one thing. Fill in the postal address and the exit line, because in the United States both are law, not manners.

The template

Subject: {the thing they shipped}

Hi {first name},

{One dated fact that proves you looked. A number, a launch, a job posting, a changelog entry.}

{The problem that fact usually creates, in their words.}
{Two named companies like theirs} solve it by {mechanism, 10 words}.

Should I send the two-minute version of how {company} did it?

{Your name}
{Role}, {company}
{Street, city, postcode}
Reply "stop" and I am done writing.

Four more versions

The referral. A mutual name does the persuading for you.

Subject: {referrer} said you own {thing}

{First name}, {referrer full name} at {company} pointed me here.

{The context the referrer gave you, close to their words, so it is checkable rather than claimed.}

{What changed for the referrer, with the number and the months it covers.}

Should I send that same breakdown, or is this the wrong quarter?

The two-line ask. For senior titles reading on a phone between meetings.

Subject: {five words, no pitch}

{First name}, {one sentence: the outcome, the number, the customer}.

Worth a look?

The trigger. Something happened this month that creates the problem you fix.

Subject: {the event}, and the part nobody staffs for

Hi {first name},

Saw {the round, the hire, the launch} on {where, with the date}.

Teams doing that run into {the second problem} about {weeks} later. {Your company} cuts that to {number}.

Curious what the first thirty days looked like at {named customer}?

The close. Last message of the sequence, and often the answered one.

Subject: closing the loop on {topic}

{First name}, I have written twice about {topic} and heard nothing, which is a perfectly good answer.

Before I file this away: was it the timing, the topic, or me? One word covers it, and I will act on it.

Every version carries the same last four lines: name, role and company, postal address, exit.

Which one to send

Situation	Send
Cold first touch	The template, interest ask
You share a connection	The referral
Something changed in 30 days	The trigger
VP and above	The two-line ask
Deal already open	The template, meeting ask
Message three, still silence	The close

Gong Labs read 304,174 cold emails and found the day-and-time ask books a meeting 15 percent of the time cold, and 37 percent once the deal is open. Interest wins the cold stage. That is the whole reason the ask is a variable.

What each line does

Subject. Names the thing, not the benefit. Written first, never last.

First line. One dated fact about them. If it survives a find-and-replace of the company name, it failed.

Reason line. The problem in their language, then two named companies like theirs. Two names beat a logo wall.

Ask. Interest or meeting, per the table, and exactly one of them. A question plus a booking link is two doors, and the reader picks neither.

Signature. Role, company, postal address, exit. Four lines that make it correspondence instead of a blast.

Filled in

Illustrative. The people, the company and the numbers are invented.

Subject: your new Cologne warehouse

Hi Marta,

Your careers page posted three warehouse ops roles in Cologne on 4 August, all under one manager.

The teams I work with say the second site is where stock counts stop matching, around week six, because two warehouses run two habits. Bergmann Logistik and Nordfracht locked one counting cadence across both sites before the second opened.

Want the two-minute version of how Bergmann set that up?

Ana Ferreira
Ops lead, Kettle Systems
14 Rua das Flores, 1200-192 Lisbon
Reply "stop" and I will not write again.

The date makes the research checkable. Warehouse language carries the problem and software is never named. The reply costs Marta one word.

The three fields regulators require

What belongs in the message, taken from the regulators' own pages. Not legal advice for your jurisdiction.

A postal address. CAN-SPAM requires one in commercial email, and the FTC writes that the law makes no exception for business-to-business email.

Penalty up to 53,088 dollars per message. A street address, a registered PO box or a private mailbox all qualify.

A working exit. The opt-out has to stay live 30 days after you send, and you honor it within 10 business days. The UK regulator adds that you may not conceal your identity and must give a valid contact address. Sending over 5,000 messages a day to Gmail means one-click unsubscribe plus a visible link in the body, since 1 Feb 2024.

A From line and subject that match the message. Both are named FTC requirements. Wording of the exit line is yours; the mechanism is not.

Who you may email at all differs by country. The UK lets you email a corporate body, and treats sole traders and some partnerships as individuals who must consent first. That guidance is under review after the Data (Use and Access) Act, so read it fresh.

Sources, read 11 August 2026

- Gong Labs, 304,174 cold emails · gong.io/blog/this-surprising-cold-email-cta-will-help-you-book-a-lot-more-meetings
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- ICO, Guide to PECR, electronic mail marketing · ico.org.uk
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