# Freelance Email Outreach

## Find Your First Client Through Email

Hey there, new freelancer. I commend you for being brave enough to at least check out the idea of cold emailing potential clients! I promise, it's not as scary as it sounds. You'll quickly find that this is a great way to connect with professionals in your niche you worked so hard to define. And, nine times out of ten, you'll at least open dialogue with people who you might eventually work with.

Keep in mind, while the end goal of emailing potential clients is to secure work, you don't want to be spammy! It's infinitely better to make a friendly connection with someone that never turns into work than to turn off a person altogether. With that in mind, let's get started!

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## 1. Find Out Contact Information

Google is your friend. Start searching around for potential clients you can email. I like to do this in batches. That way you can keep track of how many responses you get using a certain format/ email template and subject line -- if you send out 25 and get very few responses, it's time to change things up. However, if you send out 25 cold emails and receive 20 responses, you know you're doing something right ;-)

A simple form, spreadsheet or running list that keeps track of information like this will work well:

Company Name:

Website:

Contact Person:

Email:

First Date of Contact:

Response?

Notes:

You can usually find this information on a company website. It's best to find the contact information for a single person, that way you can personalize the email and address them by name. Without a name, cold emails tend to come off as canned and impersonal -- not the best way to appear to a potential client!

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## 2. Subject Line

Now that you've got your contact information, it's time to start sending out emails! First up, you've got to craft a subject line -- and you should probably spend a good deal of time on this.

Why? Think about it, what determines whether or not you open an email from someone you don't know? It's the subject line, right? When cold emailing potential leads, they'll take one look at your subject line and either open your email or delete. You really want them to at least open your email.

To increase open rates, your subject lines should be direct and to the point.

**Bad Subject Lines:**

Freelance Web Designer
Thought You Could Use My Help
Let's Work Together

**Better Subject Lines:**

2 Simple Website Tweaks to Increase Your Conversion Rates
A 5-minute SEO Analysis to Get Seen by Google
Use an Awesome eBook as Your Lead Magnet

The better subject lines sum up what the body of your email will be about and will (hopefully) pique the interest of the person reading it! It also gives them incentive to open the email -- They might think, hmm, I wonder what the "simple tweaks" are or say to themselves, "I do need to update my lead magnet..."

It's best to play around a bit with subject lines to see what works and what doesn't for your particular niche. Keep track in your spreadsheet or list whether or not you're getting responses -- when a subject line is working, stick with it. If you're sending out tons of emails and getting few replies, you need to reevaluate your subject line!

## 3. Email Message

Now it's time to write your actual email. Again, you can eventually create format or template that you follow when cold emailing a potential client, but first you've got to figure out what works.

Generally speaking, the body of your email should:

- Be short (nobody likes to spend 5 minutes reading an email)
- Be direct (no beating around the bush, tell them why you're emailing them)
- Include one call to action (any more than one request is too many)
- Be personal (address them by name, talk about specific things they've done)

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I've always found it helpful to follow this general setup when cold-emailing someone I want to work with:

Subject: Pinterest Tips to Increase Product Reviewer Signups at ProductViews

Hi Andrew,

**1** I've been following ProductViews since you launched back in April. I even signed up as a product reviewer because who doesn't love getting Amazon products at a discount in exchange for an honest review?

**2** I saw on a recent Facebook post you were looking for more product reviewers to join the ProductViews ranks. Here is a quick way to immediately boost signups to your site:

**3** Get active on Pinterest. Most online shoppers are women. Women make up nearly 70% of all active users on Pinterest. Creating 'pin-worthy' images to go along with your blog content will help you better reach your target audience.

**4** I've effectively used Pinterest to increase my audience by 300% month over month. You can get started right away by simply adding a vertical image to your existing. This will give you a chance to engage with an audience you've previously overlooked.

**5** If you need help, let me know. I'd be happy to put together a Pinterest marketing strategy that builds an engaged community of product reviewers at ProductViews.

**6** Best wishes,

Ashlee

This email worked in this particular case. Andrew emailed me back stating he was interested in setting up a Pinterest presence for his company. I replied with a quick action plan, we negotiated rates, and within a week the job was done.

And generally, this type of email works for me. Let's look at each of the six-points I make here:

1. Open with a genuine compliment or a personal connection
2. State how you came across them or their company and why you're contacting them
3. Give away a quick tip, strategy, or bit of advice
4. Show how that strategy has worked before or is effective
5. A call to action
6. Simple and friendly sign-off

That's it. You'll change and adapt your general cold-emailing structure or format as you go along. But the only way to find out what works (and more importantly what doesn't) is to start emailing! Need help? Email me: ashlee@workfromhomehappiness.com or say hello on Twitter: https://www.twitter.com/AshleeWrites