**Free outreach email templates for sole traders selling services**

It’s our mission at [Zervant](https://www.zervant.com/en/?utm_source=Template&utm_medium=Home_link&utm_campaign=Word&utm_content=Email_Template&utm_term=EN) to help entrepreneurs succeed. That’s why we’ve put together some templates that you’re free to use for your next outreach email.

In this guide you’ll find:

* Five ready-made outreach emails that are yours to use.
* Three common mistakes when writing outreach emails and how to fix them.
* The most important, yet highly neglected part of outreach emailing that will drastically increase your response rate.

**3 common mistakes when writing outreach emails and how to fix them**

**1. You make it about yourself**

Sure, the purpose of your email is to get people excited or at least curious about you and your services. However, we humans are most interested in ourselves, our work and our interests. So instead of writing solely about you and what you can do for them, make it about them. Ask them questions, tell them if you’ve been interacting with them or their brand before, congratulate them on a mention in a newspaper, or on their last financing round, their excellent website, whatever you can find about them. This is not about false praise, this is about paying attention and showing true interest in your prospect.

**2. You write like a robot**

Just because it’s business, doesn’t mean that we need to hide our humanity. You might not write a professional outreach email in the same way as you would Whatsapp your best friend, but it’s possible to find a balance between the two. You can be professional AND warm in your writing - they are not in contrast to each other. As all things marketing, it depends which industry you or your prospect is in and how old they are, but don’t make the mistake and think you need to sound like a corporate robot.

**3. You don’t have an elevator pitch**

An elevator pitch is a summary of what you or your company does. It’s usually so brief that you’d be able to give an overview of what you do in the short time of an elevator ride (hence the name ‘elevator’ pitch). Basically, it means that you should be able to explain what you do in one to max. three sentences. It’s important to keep it brief and easily understandable. Remember, people are busy! If you confuse them, you lose them.

**The most important, yet highly neglected, part of outreach emails**



Give them a call-to-action!

Having a call-to-action (CTA) is not only essential for your emails, but for every single piece of content you put out there. After reading your email, what do you want your prospect to do? What is the desired action you want them to take? Is it a phone call? A message? Should they visit your website? Should they provide you with some more info on their company? Whatever it is, say it. We are all overwhelmed with information and drowning in distractions. We appreciate people who are concise, to the point and tell us what to do because it saves us brain power and time. If you leave your prospect guessing what their next step should be, you’ve lost them. The solution is therefore to provide them with a call-to-action!

**5 free outreach email templates**

## 1. Make the first contact

Sometimes, despite thorough research, you can’t seem to figure out who the best person to contact in a company is. Worry not! There’s an easy solution to that - simply ask:

*Hi / Dear {name},

I am doing some research on your company to determine if there is (or is not) a need for [explain your service in a couple of words]?

Could you please help me by pointing me to the best person in your company for a brief discussion?*

*Thanks a lot/ Best regards / Wishes*

*[Your name]*

## 2. Use a hook

As mentioned earlier, it’s important to show real interest in your prospect. If you can find something about them that is of interest to you, use it in your outreach email e.g. an article they were featured in, an article they wrote, a financing round they closed, a customer story you came across or an interaction you had with them.

*Hi / Dear {Prospect's name},

I recently came across {blog post title} that you/your company wrote/shared/posted/was mentioned in on {social media platform}. {one sentence comment on/reaction to blog post or whatever your hook was}.

I help {your company's value proposition}. I’d reach out to you with ideas on how to solve [problem your product addresses]. It would be great to discuss in more details when you have the time. Are you available for a 10/30/60 minute call this week?

I look forward to speaking more soon.*

*Best wishes,*

*[your name]*

## 3. Name-drop

Networking and meeting people face-to-face are as important as writing good outreach emails. If you hear from someone about a company that could be a potential client for you, ask them if you can mention their name in your outreach email. This creates a sense of trust in your prospect and will increase your chances of getting a positive response to your offering.

*Hi {name},

I was talking to {name of the contact} at {event where you met/over the phone etc. } today and s/he told me that {describe topic they are concerned about/problem they’re trying to solve}.*

 *After looking at your website and I have some thoughts regarding {topic that you can help them with } I've got some ideas how you can {make a improvement suggestion that you can help them with}*

*Are you available for a 10/30/60-minute call this week?

I look forward to talking soon.*

*Best wishes,*

*[your name]*

## 4. Do the follow-up

Chances are high that your first email won’t get a response. Don’t get discouraged - instead use your energy to write a follow-up email. Follow-up emails are friendly reminders about your first outreach email. People are busy, and your first email might have just slipped their minds. Here’s an example of how you can write a follow up:

*Hi {name},

I have tried to get in touch with you to see if there is a mutual fit between our companies expertise and your goals around [statement].

If you are not interested or there is another person you would like me to follow up with, please let me know.

Would it make sense to invest 5-10 minutes to determine if there is a mutual fit between your [statement] and our expertise?*

*Thank you for your help!*

## 5. Get ready for a break-up

While we do recommend that you stay persistent when it comes to reaching out to potential customers, there comes a time where you just have to face the fact that this company or person is not interested in what you’re offering. In this case, you can send them a so-called ‘break-up’ email. Now, it might be tempting to get mad at them for not answering your well-crafted emails, but don’t follow that anger. You never know if your paths might cross again one day and you don’t want to burn bridges before they’re built.

*Hi {name},

I know we haven’t been able to connect, which usually means one of two things: either the timing may not be right or you don’t have a need for our/my services.

In either case, I want to respect your time so I’m going to go ahead and close your file.

Otherwise, if you would still like to talk, please let me know.*

*Best wishes,*

*[your name]*

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