

Do's and Don'ts of Cold Emailing

This is an extra resource to go along with the original article:

[How to Craft the Perfect Cold Sales Emails for SaaS](#)

Before you compose one cold email, be sure to follow this checklist of do's and don'ts.

- Do your research on who you're writing before you compose your cold email.
- Do check for typos.
- Do segment by industry, gender, location, or some other identifier.
- Do A/B test every element of your emails.
- Do keep it short.
- Do speak the language of your target audience.
- Do edit yourself.
- Do focus your message.
- Do use a sense of urgency within your emails.

- Don't send mass emails,
- Don't go in without a specific goal in mind.
- Don't be pushy.
- Don't over promise.
- Don't be coy or cute. Be straightforward and to the point in your email.
- Don't send the same email twice. Instead, check your open rates and follow up accordingly.
- Don't make it about you — make the email about helping *them*.
- Don't give up. A lot of SaaS give up, but it takes the average person 6 to 8 interactions with your brand before they decide to buy.