

10 Best Practices for Cold Emailing Your SaaS Prospects

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

[Perfect Your Pitch: How to Cold Prospect for SaaS](#)

1. Be friendly and conversational in your email. Don't sound like a robot.
2. Try to personalize the email as much as possible. Use the recipient's name and include unique details that will make the email feel more relevant.
3. Speaking of relevance, focus on the prospect's pain point(s) in your email. Make it about providing a solution for the customer and not a show & tell about your product.
4. Get to the point quickly. No one wants to read a rambling sales pitch. Introduce yourself and explain why you're contacting them right away.
5. Keep your email short. Aim for five sentences or fewer.
6. Don't try to sell to the prospect. Use the email as a way to get your foot in the door.
7. Don't ask for too much right away. Ask for something small, such as a quick 5 minute phone call.
8. Use the subject line to pique their curiosity and offer a benefit for opening.
9. Use a recognizable and personal sender name such as "Brandon at YourSaaS." Don't use "donotreply" sender names or email handles.
10. Take advantage of your email signature. Link to your website, or better yet, a landing page personalized for that customer persona.