

5 Additional Cold Emailing Tips

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

[Cold Emailing Tips for SaaS](#)

1. Give Them Something of Value for Free

To gain their trust, give them a free gift that they'll care about. You can offer a free trial, consultation, or educational piece (like a comparison guide or case study). This will position you as a valuable resource.

2. Be Patient and Follow Up

People aren't going to buy with you based on your introductory (cold) email alone. It takes between six to 12 touches before a prospect is ready to buy from you. Know that your initial email is only the first of many to come.

3. Focus on the Prospect, Not Your Product

The goal of your email isn't to sell your product but to solve their problem. The end result may be similar, but the approach is different and will help you strike the right tone in your cold email.

4. Use Your Signature

Your email signature is important. If they've made it to the end of your cold email and are looking at your signature, share something that will impress them. First, link out to your active social media profiles. (Don't bother if you haven't updated your Twitter account since 2018.) Second, highlight any awards, achievements, or recognitions that you or your SaaS have won. You can also share the number of followers or downloads you've had. This is a form of social proof that will build trust with your audience.

5. Include a Video

Take your cold outreach to the next level by including a personalized video in your email. Creating a candid video doesn't take much longer than composing a message. Instead of writing, simply share what you planned to say in the video. Videos can forge a stronger connection with your prospects.