

Cold Email Scripts for Smart (and Slightly Socially Avoidant) Humans

By Alex Cornici

Because networking shouldn't feel like begging in a suit.

Script #1: The “Genuine Compliment, Not Weird” Intro

Subject: Big fan of your post on [topic]

Hi [Name],

I just read your piece on [article title or topic] and genuinely loved [one specific insight or takeaway]. It hit especially hard because [brief personal or professional connection to the idea].

Quick question: would you be open to a guest post, resource mention, or link swap? I've got something I think your audience would find useful:

[Insert link or idea – make it specific, helpful, and relevant]

No worries if not. Just wanted to say thanks for sharing smart stuff in a sea of noise.

Cheers,

Alex Cornici

[Website]

@AlexCornici

Script #2: The “Straight to the Point (But Not Cold)” Pitch

Subject: Can I send you something helpful?

Hey [Name],

Not here to waste time. Just wanted to ask if you're open to suggestions for content/tools that might actually serve your audience (not spammy junk—I promise).

I run [your blog/service], and recently created [name or description of the thing you're offering]. Think it could be a solid fit for your audience based on [shared topic/niche].

If that sounds useful, I can send over a short blurb or guest post idea. If not—totally cool.

Thanks for considering,
Alex

Script #3: The “You Have a Broken Link and I’m a Hero” Email

Subject: Quick heads up: broken link on your site

Hi [Name],

I was reading your post on [topic/post title] and noticed one of the links is currently down—this one: [insert broken link]

Since it looks like you're keeping that resource page updated, I figured I'd mention it—and I actually have something similar that might work as a replacement:
[Insert your link]

Either way, love the content. Thanks for sharing good stuff.

Best,
Alex Cornici

Script #4: The “Guest Post With Value” Pitch

Subject: Guest post idea: [Your snappy title]

Hey [Name],

Hope this lands in a calm inbox. I've got a guest post idea I think would fit your audience really well:

Title: [Your topic]

Angle: [Why it's unique or useful]

Bonus: I can include stats, examples, and maybe even a meme (because who doesn't like a meme in 2025?).

Let me know if you'd like me to send a draft or outline. I'm happy to make this easy and on-brand for your blog.

Thanks either way,
Alex

Script #5: The “Follow-Up That Doesn’t Feel Desperate” Message

Subject: Just circling back (not the annoying kind)

Hey [Name],

Just following up on my note from a few days ago—totally understand things get buried (I’ve lost emails under a pile of cat memes before).

If you’re still open to [guest post, backlink, etc.], I’d love to send over more details. If not, I promise I’ll stop bugging you.

Appreciate your time,
Alex

Need Someone to Write This Stuff *For* You?

If your brain melts at the thought of writing these yourself, well—guess who does this for a living?

Hire me for copy, SEO, content strategy, or just to professionally charm your inbox.

[WebSearchOptimisation.com](https://www.websearchoptimisation.com) | [@AlexCornici](https://twitter.com/AlexCornici)