

I'm Not Selling Anything – Cold Email Template Pack

Cold emails that seem helpful... but absolutely want something.

Template 1: The “Helpful Stranger With a Link”

Subject: Noticed Something On Your Site (Not Creepy, I Swear)

Email:

Hey [First Name],

I was checking out your article on [Topic], and I noticed a broken link pointing to [Old Resource]. Thought you might want to know—it happens to the best of us.

If you're updating that link, here's a piece we put together on a similar topic: [Your Link]. Could be a helpful replacement (or at least less broken).

Either way, love what you're doing—happy to be of service.

Cheers,

[Your Name]

[Your Totally Not Salesy Company]

Template 2: The “Totally Free Value Bomb”

Subject: Thought This Might Help You (Totally No Strings)

Email:

Hey [First Name],

You probably get a lot of outreach, so I'll be quick. I put together a quick checklist for improving [Topic] based on your recent blog about [Related Subject]. Might be useful—or at least mildly interesting.

You can grab it here: [Link]

Let me know if you'd like a second set of eyes on your content strategy—no pitch, just here to help. (Unless you ask for more. Then I absolutely will pitch.)

Best,

[Your Name]

[Your Company]

Template 3: The “Let’s Collaborate (So I Can Get a Link)”

Subject: Quick Collab Idea – Low Effort, High Win?

Email:

Hi [First Name],

Big fan of your content on [Website/Topic]. I've got an idea for a guest post that your readers might enjoy—short, practical, and optimized to not waste anyone's time.

Would you be open to a pitch? Happy to tailor it specifically to your niche. No pressure—just tossing the idea out like a helpful little gremlin.

Thanks for considering,

[Your Name]

[Your Hustle Disguised as Help]