EIGHTFOLD SYSTEMS



FREE PLAYBOOK / 03

EMAIL TEMPLATES THAT GET REPLIES

Short, plain emails written for service and software companies.
Copy, fill in the blanks, send.

FOR SERVICE & SOFTWARE COMPANIES

03

LEVEL	TIME	YOU'LL NEED	BUILT FOR
Basic	30 minutes	Your service, your area, and a list of businesses to write to	Service and software companies

THE PROBLEM

A blank screen is how cold emails end up long, vague and all about you. Business buyers read in seconds, so the message has to be short, clear and easy to answer.

THE RESULT

A SET OF TEMPLATES YOU CAN SEND TODAY, A WAY TO PERSONALIZE EACH ONE IN UNDER A MINUTE, AND A SIMPLE TEST TO FIND OUT WHAT WORKS.

THE PLAY

THE SIMPLE STRUCTURE

Every good cold email does four things in under 100 words:

1. **Say who you're writing to, and why them.** One line that shows it isn't a mass blast.
2. **Say what you do.** One plain sentence.
3. **Give proof.** One real example or number.
4. **Ask one small question.** Easy to answer.

Don't ask for a big meeting in the first email. Ask a question.

SUBJECT LINES

Keep them short and lowercase. They should look like a note from a colleague.

- `quick question about [building/address]`
- `[Company] and [your company]`
- `who handles [service] at [Company]?`
- `parking lot at [address]`
- `before winter`

Avoid: "FREE", "Guaranteed", "Act now", and anything in capitals.

FIRST-EMAIL TEMPLATES

1. The simple question

Subject: who handles [service] at [Company]?

Hi [Name],

I'm [You] with [Your company]. We do [service] for [type of building] around [area].

Who looks after [service] for [Company]'s buildings?

Thanks, [You]

2. The local proof

Subject: [Neighboring building or area]

Hi [Name],

We just finished [job] at [nearby building]. It took [timeframe] and [short result].

We work with [type of building] around [area]. Would it be worth a quick chat about [Company]'s [buildings/properties]?

[You], [Company], [phone]

3. The timely trigger

Subject: before [season]

Hi [Name],

With [season] coming, [type of building] owners are lining up their [service]. We have room for a few more in [area].

Is this on your list for [Company]?

[You]

FOLLOW-UP TEMPLATES

4. For software and B2B services

Subject: [problem] at [Company]

Hi [Name],

I'm [You] with [Your company]. We help [type of company] [get a result] without [common pain].

[Customer or similar company] [specific result] in [timeframe].

Who owns [problem] at [Company]?

[You]

In B2B, "[building/address]" becomes the person's team, product or a recent change at their company.

Follow-up 1 (day 3 to 4)

Hi [Name], following up on my note below. One thing I'd add: [one useful detail, such as a response time, insurance, or a similar job]. Is [service] something you'd look at this quarter?

Follow-up 2 (day 7 to 9)

> Hi [Name], I know your inbox is busy. If a different person handles [service], could you point me to them? Happy to let them take it from there.

Last note (day 14)

> Hi [Name], I'll stop here so I don't crowd your inbox. If [service] ever comes up, you can reach me at [phone]. Wishing you a good [season].

BEYOND EMAIL: VOICEMAILS, LINKEDIN AND OLD QUOTES

20-second voicemail

> Hi [Name], it's [You] from [Company]. We do [service] for [type of building] around [area]. I sent you a quick note too. If [service] is on your list this year, call me on [phone]. That's [phone] again. Thanks.

LinkedIn connection note (keep it under 300 characters, no pitch)

> Hi [Name], I work with [type of building] owners and managers around [area] on [service]. Would be good to connect.

The old-quote revival

> Subject: your [service] quote
>
> Hi [Name], we quoted [service] for [building] in [month]. Is it still on your list, or has it been handled? Happy to refresh the numbers if it's useful.
>
> [You]

WHAT TO PERSONALIZE

You don't need to rewrite every email. Change just one thing per contact:

- The building or address
- A nearby job you did, or something timely (new tenant, season, new location)

RULES THAT PROTECT YOUR INBOX

- Under 100 words, no attachments, one link at most.
- Always include an easy way to opt out, and honor requests immediately.
- Send from a warmed-up mailbox on a separate domain (see the guide "How to Get Email Deliverability Right").

TEST IT

Pick two versions of one thing (the subject line, or the question at the end). Send each to 100 contacts. Keep the winner, test something else. Judge by **replies**, not opens, since open numbers are unreliable.

CHECKLIST

- ☐ Under 100 words
- ☐ One clear question
- ☐ One piece of real proof
- ☐ One personalized detail
- ☐ Opt-out included
- ☐ Follow-ups scheduled

Note: email rules vary by country and change over time. This is general guidance, not legal advice.

EIGHTFOLD SYSTEMS

WANT US TO RUN IT FOR YOU?

We build and run outbound for commercial and industrial service companies, and for SaaS and other B2B service businesses: phone, email and LinkedIn, managed for you.

Book a call → cal.com/eightfoldsystems/30min

ALSO FREE

How to Get Email Deliverability Right

How to Build an Outbound Sequence

How to Find Your Ideal Customer

Eightfold Systems LLC
75 E 3rd St, Sheridan, WY 82801
kire@eightfoldsystems.com