

Cold Email Starter

Write research-backed cold emails in minutes, not hours.

Page 1: The 3-part formula

Most cold emails get ignored because they could have been sent to anyone. Fix that with three parts:

- 1. **A real hook.** One specific, verifiable fact about their business: a launch, a hiring push, a new market, a line from their site. Not their university, and not "great website".
- 2. **A relevant problem.** What that fact usually means for someone in their role.
- 3. **One soft CTA.** One easy question, e.g. "Worth a 15-minute call next week?"

Weak	Strong (fictional example)
"I came across your profile and was impressed by your work."	"Saw Northwind is hiring three SDRs at once, which usually means outbound just became a board-level number."
"We help companies grow revenue."	"The slow part is usually the first 60 days, when new reps research instead of selling."
"Let me know if you'd like to chat, or check our site, or book here."	"Worth a 15-minute call next week?"

Banned phrases: "I hope this finds you well" · "I came across" · "quick question" · "just following up" · "touching base".

Page 2: The 10-minute workflow (with the included prompts)

1. **Collect research (3 min)**. Copy the prospect's homepage and "About" text, plus 1–2 recent news items.
2. **Summarise (Prompt 1)**. Two sentences, facts only.
3. **Find the hook (Prompt 2)**. Pick the hook most relevant to your offer.
4. **Write 5 first lines (Prompt 3)**. Choose the most natural one.
5. **Write Email 1 (Prompt 4)**. 50–90 words, one CTA.
6. **QA (Prompt 5)**. Remove anything the research doesn't support.

Set up the free mini-GPT (2 min). In ChatGPT: *Explore GPTs* → *Create* → *Configure*. Paste `starter-gpt-instructions.txt` into *Instructions*, turn on *Web Search*, and save. In Claude: create a *Project* and paste the same text into *Project instructions*.

Quality checklist before you hit send:

- Could this email only have been sent to this person?
- Is every fact about them something you can point to?
- Is it under 90 words, with exactly one question?

Page 3: Do it for 50 leads a week, without the research

Doing this by hand works, but it takes time on every single prospect. The **Cold Email Research Agent** (from \$19/month, 7-day free trial) automates the whole loop:

- Reads your **Google Sheet** of leads
- **Researches** each prospect's website (plus news, optionally)
- Writes a **personal first line + 3-step sequence** in your voice
- **Scores fit 1–10** against your ideal customer and skips poor fits
- Saves ready-to-review **Gmail drafts**. Nothing is sent automatically.
- Includes an n8n workflow, a no-code GPT/Claude version, the full prompt library, a setup guide and an ROI calculator

Estimate your time savings: leads per week × (your minutes per prospect – ~3 minutes to review a draft) ÷ 60 = hours saved per week. *For example, 50 leads at 15 minutes each comes to about 10 hours a week (illustrative, use your own numbers).*

Get it at plugstaff.com · © 2026 PlugStaff · Free to use for yourself; please don't redistribute.