

OUTBOUND, IN PLAIN LANGUAGE

Cold Email

Free sample: 3 outbound plays you can hand to your agent.

Write one email worth opening. Then write the next one.

3 of the best plays from the full 20 play playbook. Each play includes its copy paste agent version.

Free sample. No card needed on Gumroad.

Run this sample in 15 minutes

- 1 Pick one prospect. One real person, one real company.
- 2 Run Play 5 of 20. Find one real observation and turn it into your first line.
- 3 Run Play 16 of 20. Build the body around it in four parts: reason, problem, value, close.
- 4 Run Play 1 of 20. Write the subject line last, like an internal email.
- 5 Then decide. If these three plays feel useful, the full playbook adds the other 17 plays: bumps and breakups, the REPLY method, executive emails, scoring, CTAs, pain and offer framing, short mobile-first drafts, the nine-second scan, peer insights, interest CTAs, the three-tier offer system, and cutting emails to 75 to 120 words.

Three rules sit inside every agent version in this sample: use only the facts you give it, write in the prospect's words, and never write a line you would not send yourself.

Play 5 of 20. Open with a real observation, not a compliment or a merge tag

Source: GTM Outbound bank. This play is one of 20 in the full playbook.

Compliments and merge tags are the fastest way to sound like every other cold email. "I loved your recent post" tells the prospect you have a template. One real observation tells them you looked.

The play:

- 1 Find one real observation: a recent post they wrote, a role they are hiring for, a product change, a filing, a talk they gave. It must be specific to them.
- 2 Test it: if the same line would work for any company in their industry, it is not an observation. Go back and find a real one.
- 3 Write the first line as the observation only. No praise, no pitch, no "I noticed".
- 4 Keep it to one sentence. The observation earns the second sentence; the second sentence earns the rest.
- 5 If you cannot find a real observation in five minutes, pick a different prospect. A weak observation is worse than none.

Operator claims: no claimed result is quoted for this play.

Agent version: copy, fill the brackets, paste to your agent

You are writing the first line of a cold email. Prospect: [name, role, company].
Observation I found: [one real observation, and where you found it]. Product: [what you sell, in one line]. Write one first line that states the observation only, in plain language, under 20 words. No compliment, no merge tag, no pitch. If the observation is generic enough to fit another company, say so and stop.

Play 16 of 20. Write cold emails in a four-part reason, problem, value, CTA framework

Source: GTM Outbound bank. This play is one of 20 in the full playbook.

Most cold emails fail because they have no shape: a pitch, a feature list, and a meeting ask, in that order. Four parts fix that. Reason, problem, value, close. Nothing else goes in.

The play:

- 1 Reason, one line: why this prospect, why now. Tie it to the observation from Play 5 of 20.
- 2 Problem, one or two lines: their problem, in their words. Not your category, not your product.
- 3 Value, one line: one outcome, not a feature list. What changes for them.
- 4 Close, one line: one easy yes. A reply, a sample, a short call. Never "a 30 minute demo".
- 5 Read it aloud. If it takes more than 30 seconds to read, cut a line. Short beats complete.

Operator claims: no claimed result is quoted for this play.

Agent version: copy, fill the brackets, paste to your agent

You are writing a cold email body. Prospect: [name, role, company]. Observation: [from Play 5 of 20]. Problem: [their problem, in their words]. Product: [what you sell, in one line]. Write the email in exactly four parts: reason (one line), problem (one to two lines), value (one outcome, one line), close (one easy yes). Under 120 words total. No feature list, no meeting ask longer than one line.

Play 1 of 20. Write subject lines that look like internal email

Source: GTM Outbound bank. This play is one of 20 in the full playbook.

A subject line is not a headline. It is a label on an envelope. The ones that get opened look like they came from a colleague: short, lowercase, no pitch. The ones that get deleted look like marketing.

The play:

- 1 Write the subject line last, after the body is done. It should describe the email, not sell it.
- 2 Keep it under 6 words, lowercase where natural. Examples that work: "quick question", "your hiring post", "intro?".
- 3 Never put a claim in the subject: no percentages, no "increase revenue", no "cut costs by".
- 4 Write three variants and pick the one that sounds most like something a colleague would send.
- 5 If you would delete it from your own inbox, delete it from theirs.

Operator claims: no claimed result is quoted for this play.

Agent version: copy, fill the brackets, paste to your agent

You are writing subject lines. Email body: [paste the body from Play 16 of 20].

Prospect: [name, role, company]. Write three subject lines, each under 6 words, lowercase where natural, that describe the email like an internal email would. No claims, no percentages, no pitch. Mark which one you would open first and why in one line.

What the full playbook adds

The full playbook is called Cold Email: 20 Outbound Plays You Can Hand to Your Agent. It contains these three plays plus these 17:

- 1 Play 2 of 20. Use bumps and a breakup to close the sequence
- 2 Play 3 of 20. Keep cold email short, plain-text and mobile-first
- 3 Play 4 of 20. Write cold email with the REPLY method

- 4 Play 6 of 20. Write executive cold emails with the Problem Prompter: one idea, unsure tone, peer proof, soft close
- 5 Play 7 of 20. Write the executive prospecting email line by line: objective, unsure problem, peer story, idea CTA, PS personalization
- 6 Play 8 of 20. Score cold emails on the five data backed elements
- 7 Play 9 of 20. Make the CTA something easy to say yes to, like samples
- 8 Play 10 of 20. Write cold email around pain, risk and offer, with trained personalisation
- 9 Play 11 of 20. Use email to reinforce the call, personalised to one or two points
- 10 Play 12 of 20. Keep first cold email short and mobile-readable
- 11 Play 13 of 20. Fit executive cold email to a nine-second scan
- 12 Play 14 of 20. Offer a peer insight instead of asking an executive for a meeting
- 13 Play 15 of 20. Use an interest call to action on cold email, a specific one in-deal
- 14 Play 17 of 20. Use the three-tier offer system to engage the 97% who are not in market
- 15 Play 18 of 20. Replace spray and pray templates with a few precise emails
- 16 Play 19 of 20. Keep cold email concise and 75% about their problem, 25% about you
- 17 Play 20 of 20. Cut cold emails to 75-120 words by deleting preamble and sourcing

Every play in the full playbook ends with an agent version, just like the three in this sample.