

FREE SWIPE FILE • LAND CLIENTS

The Cold Email Swipe File

10 proven cold-email templates + 20 subject lines to land freelance & service clients. Fill the brackets with something true and specific — then send fewer, better emails.

Rule: it's about THEM, not you. Personalize every bracket or pick a different prospect.

USE 1-2 PER PROSPECT

The Templates (1-5)

1 • THE SPECIFIC OBSERVATION

Subject: quick idea for [company]

Hi [Name], I was looking at [specific page/product] and noticed [real observation]. [One line on the problem it causes.] I help [who] with [outcome] — e.g. [proof]. Want me to send a quick idea? No obligation. — [You]

2 • THE QUICK WIN OFFER

Subject: [their product] + one fix

Hi [Name], spotted one thing on your [page] that's likely costing you [result]: [the fix]. I put together a 2-minute video showing exactly how to fix it — want me to send it over?

3 • THE RELEVANT RESULT

Subject: helped [similar co] do [result]

Hi [Name], I recently helped [similar business] [specific result]. I think the same approach could work for [their company] because [reason]. Open to a quick look?

4 • THE REFERRAL-STYLE INTRO

Subject: [mutual topic / their post]

Hi [Name], loved your [post/talk/product] on [topic]. I do [service] for [who], and had an idea tied to what you mentioned about [detail]. Worth a 10-min chat?

5 • THE TEARDOWN

Subject: short teardown of your [thing]

Hi [Name], I made a quick 3-point teardown of your [landing page/listing] with fixes you can apply today. Happy to send it free — want it?

TEMPLATES CONTINUED

The Templates (6–10)

6 • THE FOLLOW-UP (SEND 3–4 DAYS LATER)

Subject: re: quick idea for [company]

Hi [Name], floating this back up in case it got buried — happy to send that [idea/video] if useful. Either way, keep up the great work on [thing].

7 • THE PORTFOLIO DROP

Subject: [service] for [company]?

Hi [Name], I'm a [role] who helps [who] with [outcome]. Recent work: [1 link]. If [relevant need] is on your radar, I'd love to help — want details?

8 • THE SEASONAL/TIMELY HOOK

Subject: before [season/event]

Hi [Name], with [season/launch/event] coming up, [relevant prep] usually pays off. I help [who] with exactly that — want a quick plan for [company]?

9 • THE FREE SAMPLE

Subject: a sample for [company]

Hi [Name], rather than pitch, I made you a small sample: [the sample]. If it's useful, I do this for [who] — happy to do more.

10 • THE BREAK-UP (FINAL FOLLOW-UP)

Subject: should I close your file?

Hi [Name], I don't want to clutter your inbox — I'll assume the timing isn't right and stop here. If [outcome] becomes a priority later, just reply and I'll jump in.

GET THE OPEN

20 Subject Lines

1. quick idea for [company]
2. [their product] + one fix
3. noticed this on your [page]
4. 3-point teardown of your [thing]
5. before [season/event]
6. helped [similar co] do [result]
7. a sample for [company]
8. [service] for [company]?
9. worth a 10-min look?
10. small idea, no pitch
11. re: quick idea for [company]
12. should I close your file?
13. your [page] + [specific metric]
14. one thing about your [listing]
15. loved your [post] — quick idea
16. made you something ([company])
17. fixing [problem] for [company]
18. [first name], quick question
19. idea for [their goal]
20. 2 minutes on [their thing]?

Keep subjects lowercase and specific — they read as a real person, not a blast. Avoid ALL CAPS, "!!!", and hype. Send 10 genuinely researched emails over 200 generic ones.