



What Is Cold Email?

Sending an email to someone you don't know but who you think could be a great potential client or customer.

Our Approach

- Low-volume sending to high-value potential clients
- Genuine, personalized communication
- No selling upfront, inviting them to take the next step

✔ Marketing that respects both you and your prospects

Real Example

- Pressure washing & exterior cleaning business
- Contacting real estate boutiques

The Process...

Step 1 Found potential leads online

Step 2 Created custom email template

Helping you close on the [REDACTED] property



External

Inbox x



[REDACTED]

[REDACTED]



to [REDACTED]

Hi [REDACTED],

I've been noticing your listings at the top of realestate.com.au's search results lately – love your in-depth descriptions (definitely sets you apart from other listings). Thought I'd reach out directly about helping you close on the [REDACTED] property.

Recently we finished a full-service pressure cleaning job (plus algae & mould removal) for Belle Property that helped them close a seven-figure deal within three weeks. Would love to do the same for you and [REDACTED].

Mind if I send over some available times for a quick call?

Thanks,

[REDACTED]

P.S. Would be happy to share the before & after photos from the Belle Property job—just let me know and I'll shoot them over.



[Redacted name]

[Redacted name]



to me ▾

Hi [Redacted]

Thanks for your email.

I will keep your details on file.

If I have any jobs to get pressure cleaned I will give them your details.

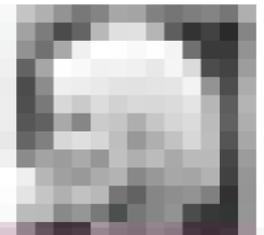
With kind regards

[Redacted signature]

[Redacted text]

DIRECTOR & LEAD AGENT

[Redacted text]





[Redacted name]

[Redacted name]



to me ▾

Hi [Redacted]

A property I have listed at [Redacted] needs house washing before we take photos next week
It is one level and needs tiled roof, exterior of house, driveway and windows externally cleaned

Is this something you can help with?

With kind regards

[Redacted signature]

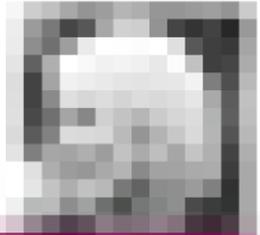


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[Redacted text]

DIRECTOR & LEAD AGENT

[Redacted text]



Campaign Results

Emails Sent	72
Response Rate	38%
Warm Prospects Created	20
Meetings Booked	12