

Cold Email Checklist - OkDork.com

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1 Flattery ☐

Do you compliment them or stroke their ego a bit?

Was the compliment specific and genuine?

2 Benefit ☐

How will this benefit them (not just you)?

Do you spell it out and is it a real benefit?

3 Credibility ☐

How can YOU be the person the other person would enjoy meeting?

What do they need to know about you?

4 Call to Action ☐

Are you asking for something specific?

Is it a reasonable request? (e.g. 10 minute call, not a 2-hour business planning session)

Do you give them a couple of options?

5 Read it Aloud ☐

Have you read it aloud? No, really...did you do it?

Time it. Is it longer than a minute? If yes, then cut it down.

6

Make It Easy to Say Yes



It's much easier for the other person to help when they see you've made a solid investment already — handwriting the note, researching, or just doing their work for them.

Is the email itself valuable?

Are the questions/CTAs easy to understand?

If you received this email from someone else how would you respond?
