**Cold email templates for graphic designers.**

**Hey there, find below cold email templates you can customize to suit your service.**

**These templates are divided into different communication stages; from first email, follow-ups emails for closing a non-responsive client.**

**Cold email template with 3c’s**

The 3 c’s include Complement, Case study, and call to action.

Subject: Content @ xyz

Hi, john,

A friend told me about xyz and the more I dig into your services and achievements the more I love what you are doing.

Recently, I helped xyz in its rebranding campaign.

The brand felt it was time for a new look that would endear it to customers and increase sales. My redesign led to an xyz amount in revenue. I would love to do the same for xyz

Mind If I send my contact for a quick call?

Thanks.

Yours sincerely

XYZ

**Cold email template without the 3 c’s**

Work with more than one cold email format for dynamic results.

Subject: Content@

Hello,

I'm reaching out to see if the team at xyz needs help with designs for its communication materials.

I know this is a crucial aspect for your company and would like to offer a service that provides visuals according to your needs.

These designs would be thoroughly researched and reflect your brand’s unique offerings to the public and increase leads and ultimately sales.

A bit about me: I am a designer experienced in managing visuals for businesses in the xyz space.

If you require this service or would like something a bit more, please reach out and we can discuss further.

Thanks. I look forward to hearing from you.

Yours sincerely

XYZ

**Follow-up Emails.**

Follow up emails become necessary when your emails don’t get a response. Follow up for a response.

Here are some follow up templates

**Follow up with a trigger e.g., social media post, award, hiring, Notable mention**

Subject line: Congratulations on xyz, some ideas about achieving your goals.

Hello,

Hello, great work from the team this morning on LinkedIn.

I’m sure the team is super busy the team at xyz is super busy but have you given thought to my proposal?

I am available for a recap over the phone or a conversation next week.

Alternatively, you can pick a date from my calendar (leave a link)

Thanks. I look forward to hearing from you.

Best regards

**Option 2 without triggers**

Subject: Re content @ xyz

Hello,

Hi, am sure things are spinning super-fast at xyz .

How do I know? My 3 days' mail hasn’t been responded to?

Kindly take a few seconds to review and get back.

You can reach me via this thread.

I am also available for a quick call. Kindly pick a date that works for you here (leave a link to your calendar e.g., google or Calendly)

Thanks.

Yours sincerely

XYZ

Best regards,

**The third time follow-ups.**

You might need to send for a third-time persistence is key here!

Subject line RE: Content @

Hello,

I thought I’d get in touch with the team again to find out its thoughts on my proposal

I am available for a call. A simple reply via this thread would be good too.

Thanks. I look forward to hearing from you

Best regards

XYZ

**Close up Emails**

Your prospect might never reply to any of your emails. It's best to close things up in a way you can pick up the conversation at a later time or at least end the conversation on a pleasant note

Subject: Content@ xyz

Hello

I have sent a few emails with my proposals and I haven’t gotten a response.

This tells me one of 3 things. Kindly let me know which of them applies so I can be guided accordingly

1. You are interested in my offer but you are super busy at the moment. We can schedule a call for next week. Here’s my calendar (Leave a link)

2. You are not interested in my offer and it's one you would consider later not now.

Kindly let me know which of them applies so I can be guided accordingly

Thanks.

Yours sincerely

XYZ.

NB: It’s important to always leave a friendly impression

Cold emails like everything work when you put in the right effort.

Let us know how what you think in the comment section of this post or leave a comment on social media.