

TIPS FOR SUCCESSFUL COLD MESSAGES

- **Use Social Proof to Build Credibility**

1. **Testimonials:** Mention good reviews from clients
2. **Case Studies:** Share successful projects
3. **Mutual Connections:** Highlight shared contacts

- **Make Your Message Easy to Read**

1. **Bullet Points:** Break up text
2. **Short Paragraphs:** Keep it concise
3. **Clear Language:** Avoid jargon

- **Avoid Common Mistakes**

- **Too Salesy:** Focus on relationship-building
- **Generic Messages:** Avoid copy-paste templates
- **Too Long:** Keep it brief
- **No Clear CTA:** Always include a specific action