

Cold Email Copywriting



Josie Wild - 2024

Asset Title: Honeywell: Buzzing for Post-COVID Success

Asset Type: Checklist

Subject Lines:

SL1: Back to Business: Your Essential Post-COVID-19 Checklist

SL2: The New Normal: Navigating Business Post-COVID

SL3: Tick It Off: The Ultimate Checklist for Post-COVID Business Success

SL4: Restart Strong: Your Success-Guaranteed Post-COVID-19 Checklist

Email Body:

Hello [first_name],

The world has changed. Expectations haven't.

Change can be scary for most of us. But nothing makes one's bones groan quite like a worldwide health pandemic. With many businesses reopening post-COVID-19, new health protocols and anxious employees may stifle the eagerness to return to total productivity.

But rest assured, our strategies for success remain steadfast. With Honeywell's essential post-COVID-19 checklist, your business can maintain operational efficiency while ensuring your employees' safety. By improving workplace health, employee safety procedures, and visitor experience, you can confidently lead employees back to work in a safer and healthier business.

Ready to conquer your fears and embrace the opportunities that change brings?

CTA1: Read All About It

CTA2: Score Your Checklist

CTA3: Tick Tick!

CTA4: Safety First



Asset Title: Stack Overflow For Teams: Better Communication For Better Minds

Asset Type: eBook

Subject Lines:

SL1: Communication Breakdown: Strengthening
Business Communication & Productivity

SL2: Repair the Bridge: 3 Solutions to Speak the
Same Business Language

SL3: Bridge The Speech Gap: Essential Solutions to
Repair Miscommunication

SL4: From Misunderstanding to Clarity: 3 Steps for
Better Workplace Communication

Email Body:

Hello [first_name],

Ever gotten lost in translation? Let your entire
business speak the same language!

It's all too easy for crucial information to go missing
between teams, especially when technicalities and
jargon sound like gibberish to some. However,
miscommunication can result in wasted time and
resources trying to rectify lost productivity.

Our free eBook will help you identify the main problems businesses face when miscommunications occur and what further issues result. We then provide you with three full-proof solutions for better productivity.

Remember, it's not about more communication but the proper communication at the right time.

CTA1: Repair the Bridge

CTA2: Transform the Team

CTA3: Clear the Air

CTA4: End the Confusion



Asset Title: CyberVista: Rethinking Cybersecurity

Asset Type: eBook

Subject Lines:

SL1: Building Your Cyber Defence: Solutions for Your Cyber Team

SL2: Fortify Your Digital Fortress: Strengthen Your Cyber Solutions

SL3: Breaking Down Miscommunication: How to Rethink Cybersecurity

SL4: Constructing Success: Reinventing Cybersecurity Training

Email Body:

Hello [first_name],

Like a good house needs a stable foundation, effective communication is the support structure of any successful organisation. Yet miscommunication in cybersecurity acts like a wretched natural disaster, breaking down your house.

Miscommunication reduces productivity, increases misunderstandings, and even conflicts among team members, leaving your business in rubble.

So, don't wait for a virus to sweep through your software to resolve the problem. Our latest eBook highlights the critical signs of inadequate training and delves into the broader implications of miscommunication in the workplace.

By noting common pitfalls, proven strategies, and real-world examples, you can build your cybersecurity training program from the ground up.

CTA1: Rebuild Your Workplace

CTA2: Construct Your Dream Team

CTA3: Build On Up!

CTA4: Restore Your Team's Morale



Asset Title: Verdantix: Securing Your Digital Future

Asset Type: eBook

Subject Lines:

SL1: Up Your Defences: An In-Depth Guide to Cybersecurity

SL2: Unlock The Secrets: The Key to Cybersecurity

SL3: Safeguard Your Assets: A Cybersecurity Blueprint

SL4: Begone Hackers: Building A Cyber Fortress

Email Body:

Hello [first_name],

In cybersecurity, we like it comprehensive. But it doesn't have to be complicated.

In a world where profilers creep in from every nook and cranny, protecting your business from cyber threats is more critical than ever. Luckily, our comprehensive eBook keeps it simple to help you safeguard your digital assets.

Trends on the internet change constantly, but so do threats. Stay current with both while learning expert strategies for fortifying your defences.

We'll be by your side, step-by-step, following a structured approach to building a resilient cybersecurity infrastructure. We'll offer real-world scenarios that effectively respond to cyber incidents. We'll have it all wrapped up in a nifty PDF so you can keep it comprehensive. Just the way we like it.

CTA1: Stay Ahead of Threats

CTA2: Take Control of Your Cybersecurity

CTA3: Protect Your Digital Assets

CTA4: Keep It Comprehensive

