# Freelance Outreach Templates (High-Converting)

This document contains reality-based, proven outreach templates for email and LinkedIn.  
These scripts are designed for beginners and professionals to book discovery calls and land clients.  
Customize placeholders before sending.

## Cold Email – First Contact

Subject: Quick idea to improve {{company\_name}}’s {{specific\_area}}  
  
Hi {{name}},  
  
I came across {{company\_name}} while reviewing businesses in {{industry}} and noticed {{specific\_observation}}.  
  
I help businesses like yours {{clear\_result}}. Recently, I worked with a similar company and helped them {{specific\_result}}.  
  
Would you be open to a quick 10–15 minute call this week so I can share a few ideas tailored to {{company\_name}}?  
  
Best regards,  
{{your\_name}}  
{{your\_service}}

## LinkedIn Connection Message

Hi {{name}},  
  
I work with {{industry}} businesses to improve {{result}}. I liked your work at {{company\_name}} and would love to connect.

## LinkedIn Follow-Up

Hi {{name}},  
  
Thanks for connecting! I noticed {{specific\_detail}} about your business.  
If you're open to it, I’d love to share a quick suggestion that could help with {{pain\_point}}.  
  
Let me know!

## Warm Follow-Up Email

Subject: Following up – quick suggestion for {{company\_name}}  
  
Hi {{name}},  
  
Just following up on my last message.  
I had an additional idea that could help improve {{goal}} for {{company\_name}}.  
  
Would a short call this week work for you?  
  
Best,  
{{your\_name}}

## Final Follow-Up (Soft Close)

Subject: Should I close the loop?  
  
Hi {{name}},  
  
I don’t want to be a bother — just checking if now isn’t the right time.  
If it helps, I can send over a short audit or suggestion with no obligation.  
  
Thanks,  
{{your\_name}}