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Ice Breaker

What's the most memorable subject line you've received?

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Today's agenda

1. Housekeeping (Do these things first)
2. Meet the host Josh Garrison
3. Cold Email Goals What's the real purpose of the cold email?
4. 3-Step Structure Emails, 15 Days, More Replies
5. Product Demo Sequences, A/B Testing, Apollo AI, and more!
6. Q&A

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Mastering the Cold Email with AI:

A 3-Step Structure for More Replies

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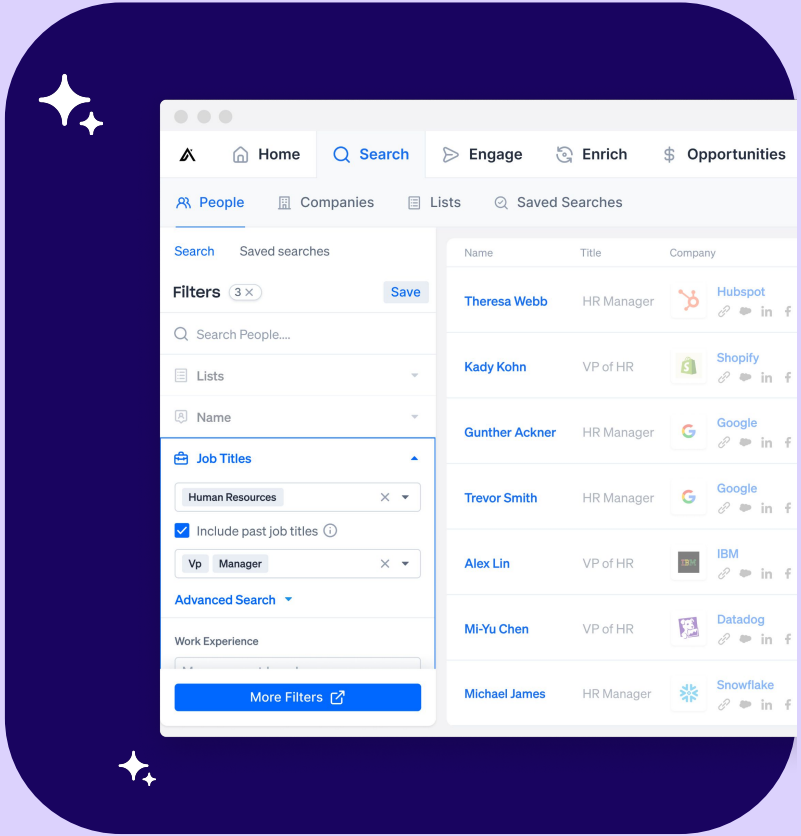
The End-to-End Sales Engine

Trusted by 1M users across 17,000 companies

AUTODESK stripe DocuSign RIPPLING



Quick Housekeeping

1

Get Your Recording

You'll get a recording of today's session. Check your email within 48h

2

No Questions in the Chat

Type your questions into the "Questions Box" and not the "Chat Box".

3

No Spam in Chat!!!

We will boot you and ban you from future webinars forever

Your host

Josh Garrison

Head of Content Marketing

(and recovering sales leader)

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What’s the goal of cold email?

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What's the goal of cold email?

To establish your value?

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What's the goal of cold email?

To establish your value?

To book a meeting?

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What's the goal of cold email?

To establish your value?

To book a meeting?

To close a sale?

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What's the goal of cold email?

To establ ur value?

To boo eting?

To c le?

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The goal of a cold email is to establish a relationship

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To do that — you need to get a reply.

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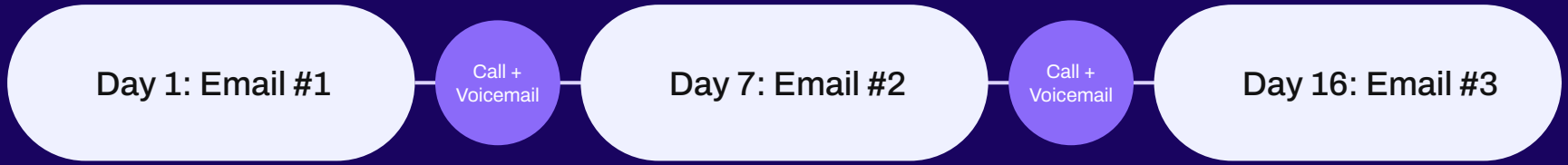
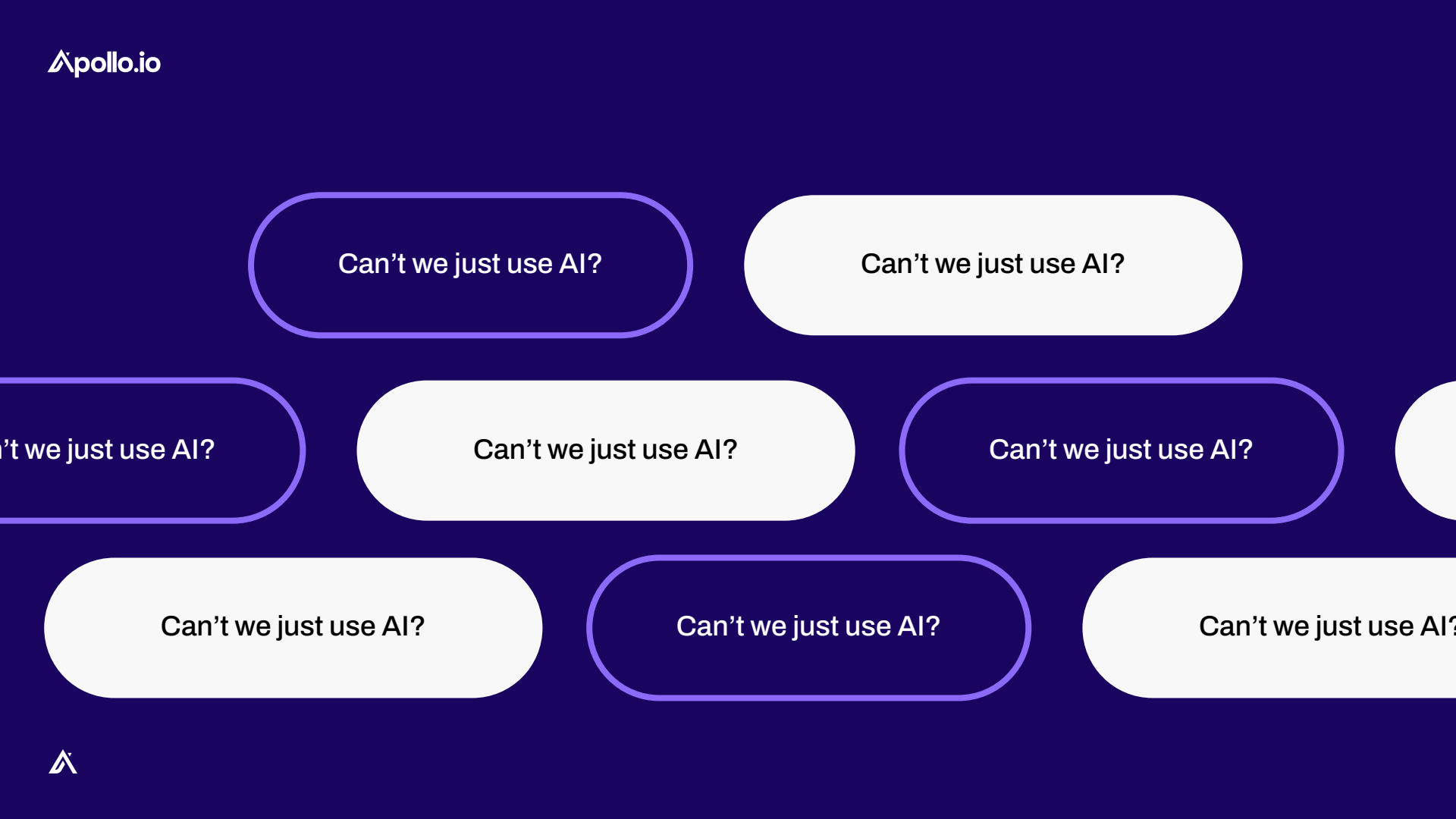
✨ My 3-Step Email Structure for Success ✨

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Can’t we just use AI?
Can’t we just use AI?
’t we just use AI?
Can’t we just use AI?
Can’t we just use AI?
Can’t we just use AI?
Can’t we just use AI?
Can’t we just use AI?

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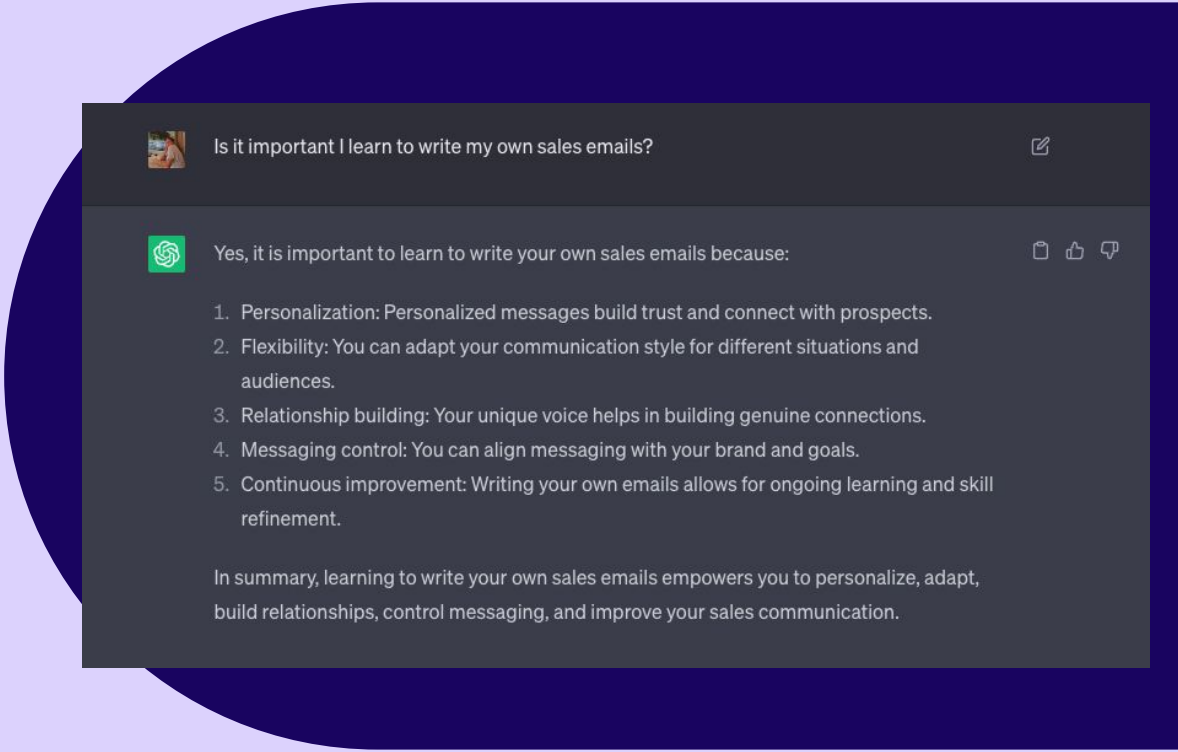
If you don’t believe me….

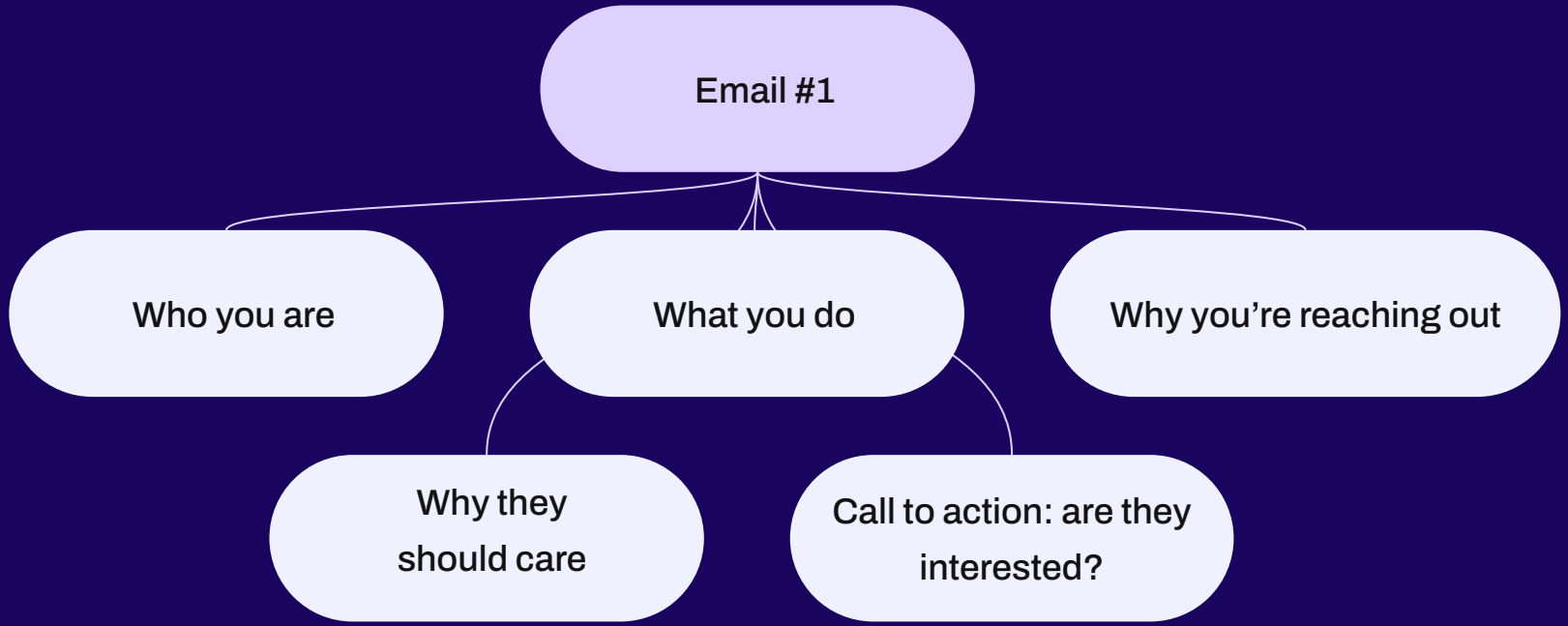


Let’s get into it…

Day 1: Email #1

Day 7: Email #2

Day 16: Email #3


Email #1
Who you are
What you do
Why you're reaching out
Why they should care
Call to action: are they interested?

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The #1 indicator of a successful cold email?

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Brevity.

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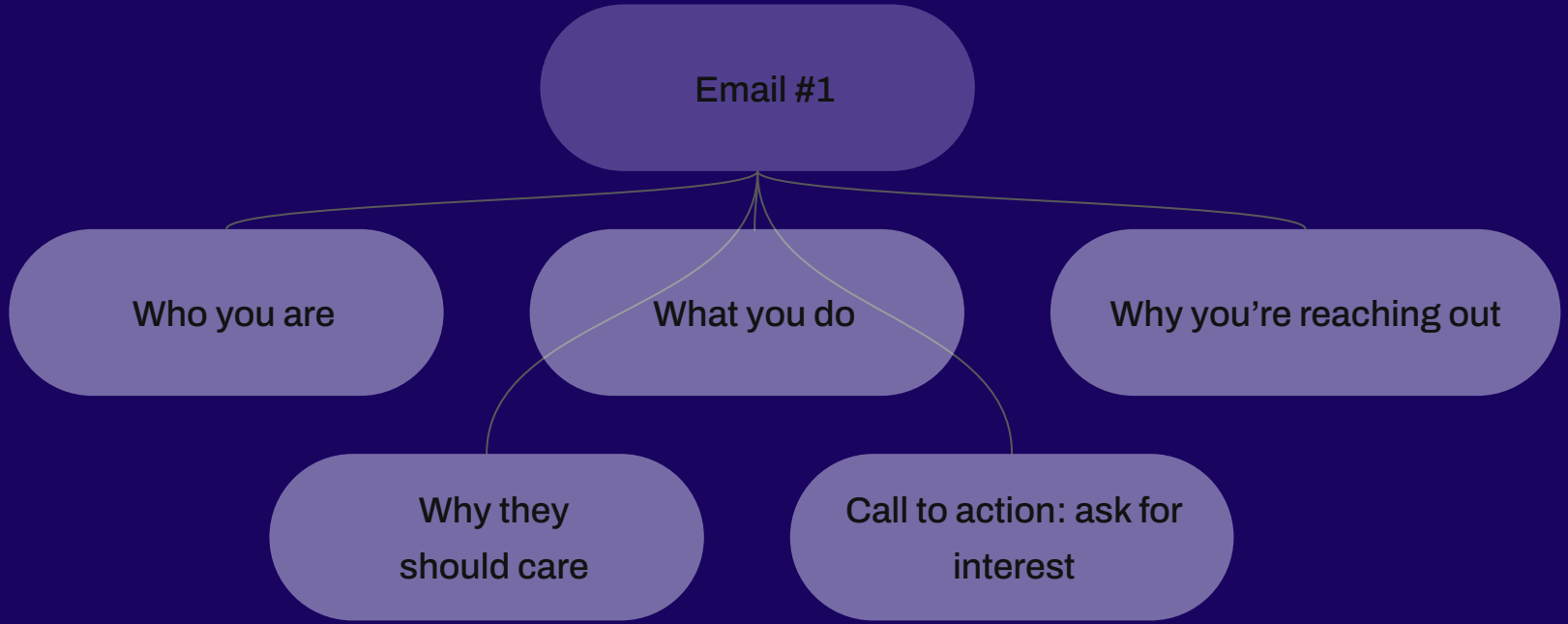
In less than 4 sentences…



Email #1 Example Body Copy

Hey Elli!

I’m Josh, I run an SEO company that works with marketing agencies in California.

Email #1 Example Body Copy

Hey Elli!

I'm Josh, I run an SEO company that works with marketing agencies in California.

Who I am

Email #1 Example Body Copy

Hey Elli!

I'm Josh, I run an SEO company that works with marketing agencies in California.

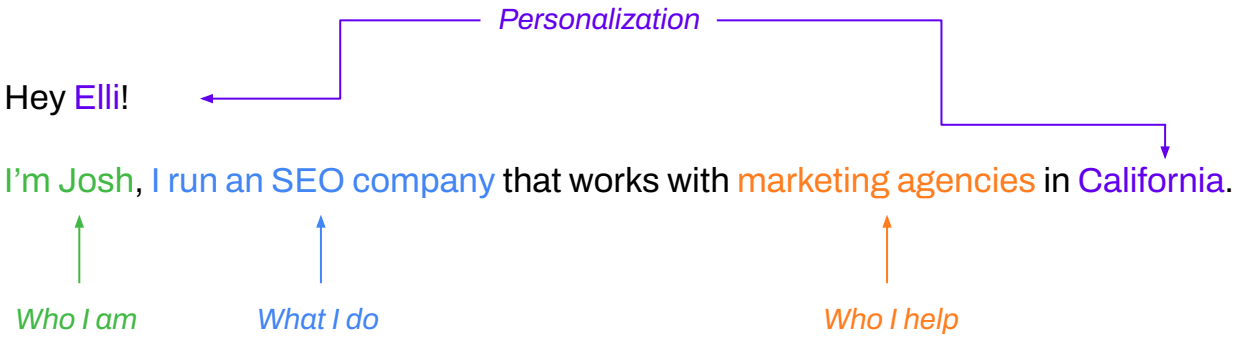
Who I am *What I do*

Email #1 Example Body Copy

Hey Elli!

I'm Josh, I run an SEO company that works with marketing agencies in California.

Email #1 Example Body Copy



Email #1 Example Body Copy

Hey Elli!

I’m Josh, I run an SEO company that works with marketing agencies in California.

We’ve helped 12 California companies rank #1 on Google in the last 3 months.

What THEY care about

Email #1 Example Body Copy

Hey Elli!

I'm Josh, I run an SEO company that works with marketing agencies in California.

We've helped 12 California companies rank #1 on Google in the last 3 months.

I have some availability for new clients.

Why I'm reaching out

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Email #1 Example Body Copy

Hey Elli!

I'm Josh, I run an SEO company that works with marketing agencies in California.

We've helped 12 California companies rank #1 on Google in the last 3 months.

I have some availability for new clients.

Are you looking for an SEO expert right now?

Call to action: ask if they're interested

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Now, we need a subject line.

Confidential

Think of a movie trailer…

✅ Hook the reader

✅ Tease what's to come

✅ Leave something to be desired

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Email #1 Example Subject line

Subject line A: twelve #1 search rankings last q

Subject line B: about top SEO ranking

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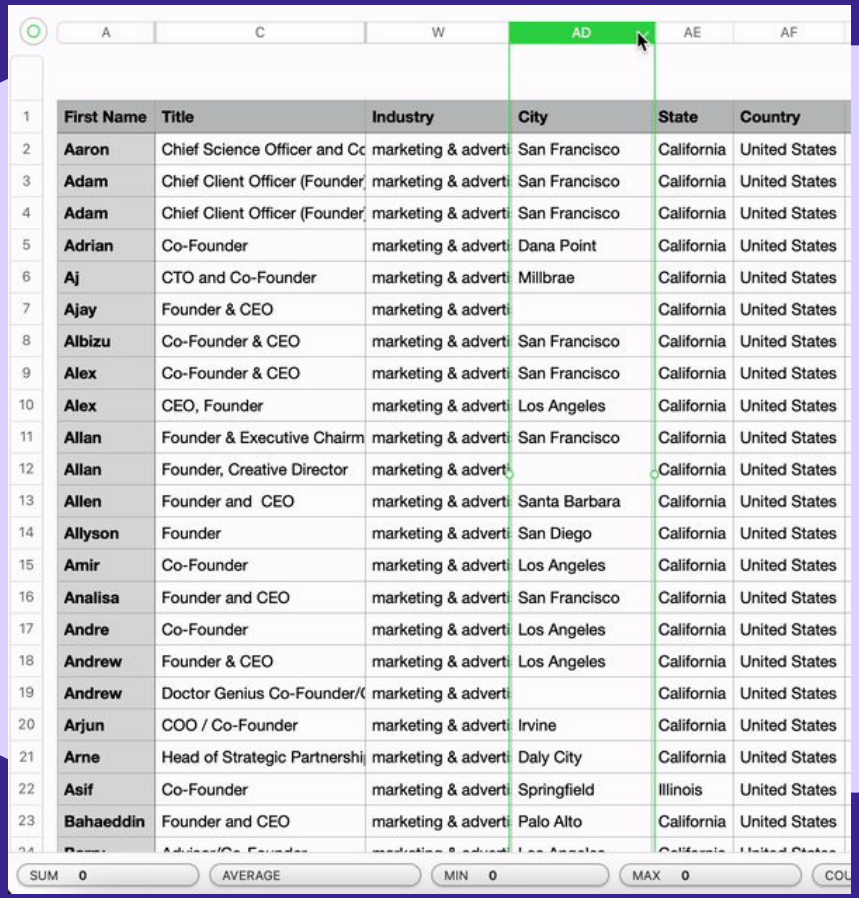
Personalization that matters



	A	C	W	AD	AE	AF
1	First Name	Title	Industry	City	State	Country
2	Aaron	Chief Science Officer and Co	marketing & adverti	San Francisco	California	United States
3	Adam	Chief Client Officer (Founder,	marketing & adverti	San Francisco	California	United States
4	Adam	Chief Client Officer (Founder,	marketing & adverti	San Francisco	California	United States
5	Adrian	Co-Founder	marketing & adverti	Dana Point	California	United States
6	Aj	CTO and Co-Founder	marketing & adverti	Millbrae	California	United States
7	Ajay	Founder & CEO	marketing & adverti		California	United States
8	Albizu	Co-Founder & CEO	marketing & adverti	San Francisco	California	United States
9	Alex	Co-Founder & CEO	marketing & adverti	San Francisco	California	United States
10	Alex	CEO, Founder	marketing & adverti	Los Angeles	California	United States
11	Allan	Founder & Executive Chairm	marketing & adverti	San Francisco	California	United States
12	Allan	Founder, Creative Director	marketing & adverti		California	United States
13	Allen	Founder and CEO	marketing & adverti	Santa Barbara	California	United States
14	Allyson	Founder	marketing & adverti	San Diego	California	United States
15	Amir	Co-Founder	marketing & adverti	Los Angeles	California	United States
16	Analisa	Founder and CEO	marketing & adverti	San Francisco	California	United States
17	Andre	Co-Founder	marketing & adverti	Los Angeles	California	United States
18	Andrew	Founder & CEO	marketing & adverti	Los Angeles	California	United States
19	Andrew	Doctor Genius Co-Founder/(	marketing & adverti		California	United States
20	Arjun	COO / Co-Founder	marketing & adverti	Irvine	California	United States
21	Arne	Head of Strategic Partnershi	marketing & adverti	Daly City	California	United States
22	Asif	Co-Founder	marketing & adverti	Springfield	Illinois	United States
23	Bahaeddin	Founder and CEO	marketing & adverti	Palo Alto	California	United States

SUM 0 AVERAGE MIN 0 MAX 0 COU

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No Reply ≠ “No”

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Now for those who didn’t respond...

Day 1: Email #1

Day 7: Email #2

Day 16: Email #3

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Email #2 Example

(Re: subject line)

Hey Elli, quick yes or no is fine, do you need help with SEO?

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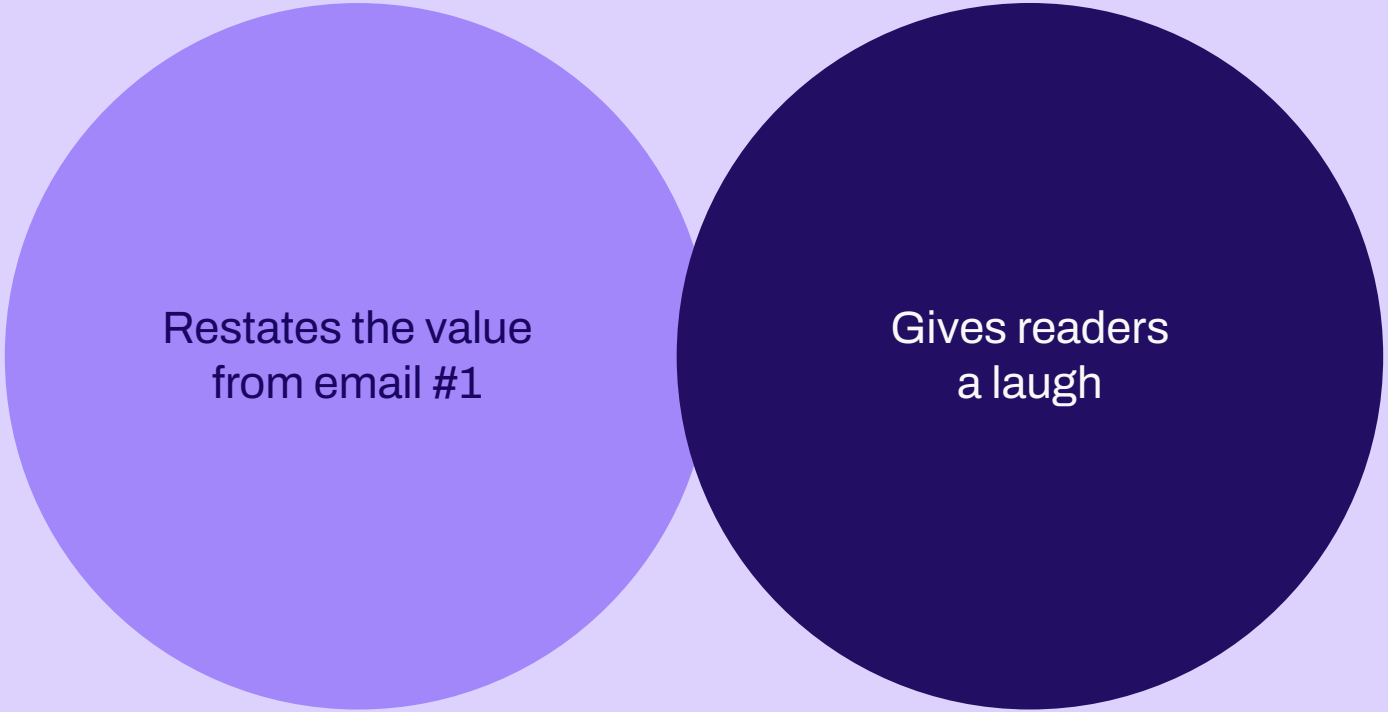
The Final Touch

Day 1: Email #1

Day 7: Email #2

Day 16: Email #3

Email #3 does two things:



Email #3 Example

Hey Elli!

I've tried to get in touch with you a few times but it seems like you might be on vacation.

Quick note for when you get back, I run an SEO practice that helps agencies get clients in the top 3 results on Google.

Briefly restated value

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Email #3 Example

Hey Elli!

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Briefly restated value

Does that sound even a little like something you need?

Josh

Call to action: ask if they're interested

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Email #3 Example

Hey Elli!

I've tried to get in touch with you a few times but it seems like you might be on vacation.

Quick note for when you get back, I run an SEO practice that helps agencies get clients in the top 3 results on Google.

Briefly restated value

Does that sound even a little like something you need?

Josh

Call to action: ask if they're interested

P.S. If you happen to be on vacation on the island of Aruba, and a woman named Francine asks about me...tell her I love her, but it will never work. I'll explain later!

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Pattern interruption!!

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What kind of results can you get from a sequence like this?

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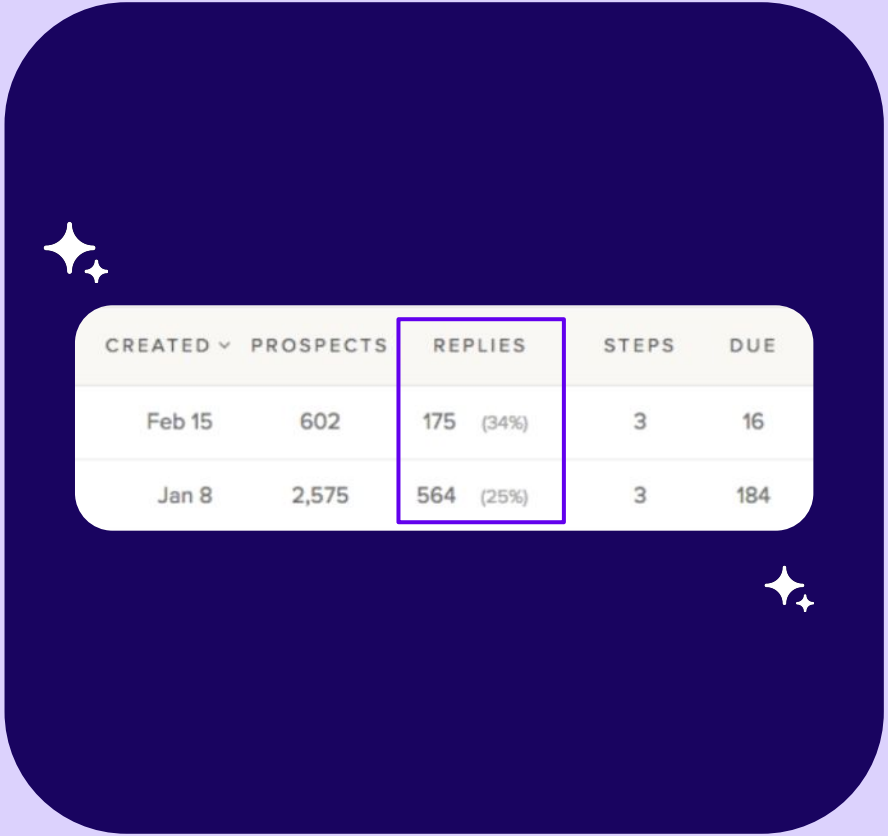
3 Steps > 25-34% Reply Rate



CREATED	PROSPECTS	REPLIES	STEPS	DUE
Feb 15	602	175 (34%)	3	16
Jan 8	2,575	564 (25%)	3	184

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How?

1: A/B test to optimize over time

2: Personalize manually where you can, and at scale where you can’t

3: Use AI to create email variations and generate new ideas

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Let’s see it come together in Apollo

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AUTOMATION	Free	Basic	Professional	Custom
Number of Sequences	2	Unlimited	Unlimited	Unlimited
Daily Email Sending Limit	250	Unlimited	Unlimited	Unlimited
AI-Generated Words	✓	✓	✓	✓
Email Integration	Gmail & Microsoft	All Email Providers	All Email Providers	All Email Providers
Number of Mailboxes / User	1	1	2	5
Basic Sequencing	✓	✓	✓	✓
Advanced Sequencing ^			✓	✓
• A/B Testing			✓	✓
• Manual emails			✓	✓
• Manual tasks			✓	✓
• Call tasks			✓	✓

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Q&A

Do you want a personalized demo of what we covered today?

Thank you

We’d love to hear your feedback!

Follow us on