

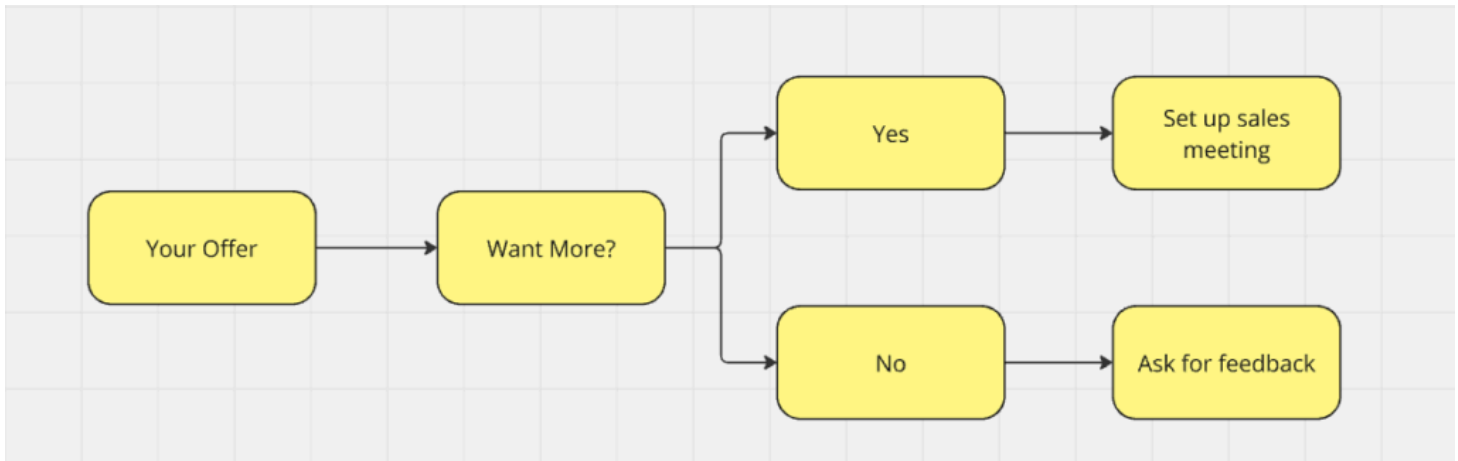
Creating Your Offer



A compelling offer is the cornerstone of any successful cold email campaign. It grabs attention, aligns with the recipient's needs, and makes it easy for them to say yes. At its core, a great offer delivers clear value while minimizing the risk and effort required for the recipient to engage.

A strong offer can salvage a poorly optimized email campaign, but a solid email campaign can't save a poor offer.

Think of your offer as a taste test, like the free samples at a grocery store. A small piece of cheese is offered for free, enough to show its quality. If you like it, you're more likely to buy the whole block. Cold emailing works the same way.



Your offer should be a small, risk-free sample of your service, allowing the prospect to "try before they buy." This sets you apart from competitors and lets potential clients experience your value firsthand.

But Don't Overdo It

It's tempting to overpromise in your initial email, especially if you're new to cold emailing, but resist. Remember, a taste test isn't a giveaway. Grocery stores don't hand out entire blocks of cheese—they offer a single slice. You should do the same.

Your offer should:

- Solve or partially solve a client's problem.
- Be small and manageable, just enough to demonstrate your capabilities.

If your offer doesn't address a meaningful pain point, it risks wasting both your time and the recipient's. Ensure the value you provide directly addresses a client's issue.

The Downside of Free Offers

Offering something for free can be a great way to spark interest, but it also risks attracting freeloaders, people or businesses who have no intention of becoming paying customers. They see your free offer as an opportunity to get something for nothing, not as a chance to evaluate a valuable service.

The good news? You have control over who receives your offer, so be selective in your targeting.

How to Reduce the Risk

To minimize the risk of freeloaders, avoid targeting small businesses or early-stage startups unless you're confident they have the budget and intent to move forward. These companies often lack the financial resources to invest in your services, seeing your free offer as a no-strings-attached giveaway rather than a stepping stone to a paid partnership.

Early signs of a freeloader:

- Not interested in discussing their future goals
- Disinterest in you and your company
- Focusing solely on price or money
- Hard to get a hold of

Don't Waste Your Time

If someone takes advantage of your offer but shows no real interest in continuing the relationship, don't waste time trying to convince them otherwise. Instead, view it as a learning experience and move on. Focus your energy on prospects who are genuinely interested and likely to benefit from and invest in your services.

By being strategic in your targeting, you can minimize freeloaders while increasing your chances of converting qualified leads into loyal customers.

Examples of Great and Bad Offers

The difference between a good offer and a bad one is subtle but impactful. A weak offer is vague, uninspiring, and fails to capture attention.

Bad Offer Example

Hello!

My name is Fredrik and I am contacting you to see if you are interested in a new website for your company.

We at [redacted] specialize in creating user-friendly, clear and visually appealing websites for companies that want to strengthen their digital presence.

Our experience includes building websites and online stores for companies in a variety of industries, always with your unique needs and goals in mind.

Our primary focus is to deliver high quality and exceed expectations by creating solutions that truly make a difference for our customers.

You can easily place an order for a new website directly via our website: [redacted]

Enter the discount code **WT2C88QZ** to get 20% off. Offer only valid for orders placed via our website.

You can find references here: [redacted]

Happy new year 2025!

This is a generic, impersonal email that doesn't explain why I need a new website and focuses on a 20% discount suggests the company competes on price, not quality. Discounts without clarity on the standard pricing or the actual value make the offer feel hollow. It's also too transactional, missing the opportunity to build trust or offer real value.

And it's a not a surprise I found this one sitting in my spam folder. In fact, in a lot of countries, this sort of email can be considered illegal because I haven't signed up for any marketing emails from this person.

Good Offer Example



Nov 9, 2023, 4:02 PM



Hello Michael! I just wanted to check with you if you have the capability to onboard more clients right now? We're currently getting more solar leads than what our clients can handle. So we're looking for another lead generation company that wants to buy them.

I'd love to send you a few over for free so you can test the quality if it's something for you.

This email stands out because it's personalized, demonstrating that the sender understands my business. They're offering a free trial of their leads, showcasing confidence in their product. The message is concise, clear, and focused on providing value, making it easy for me to engage and explore a partnership.

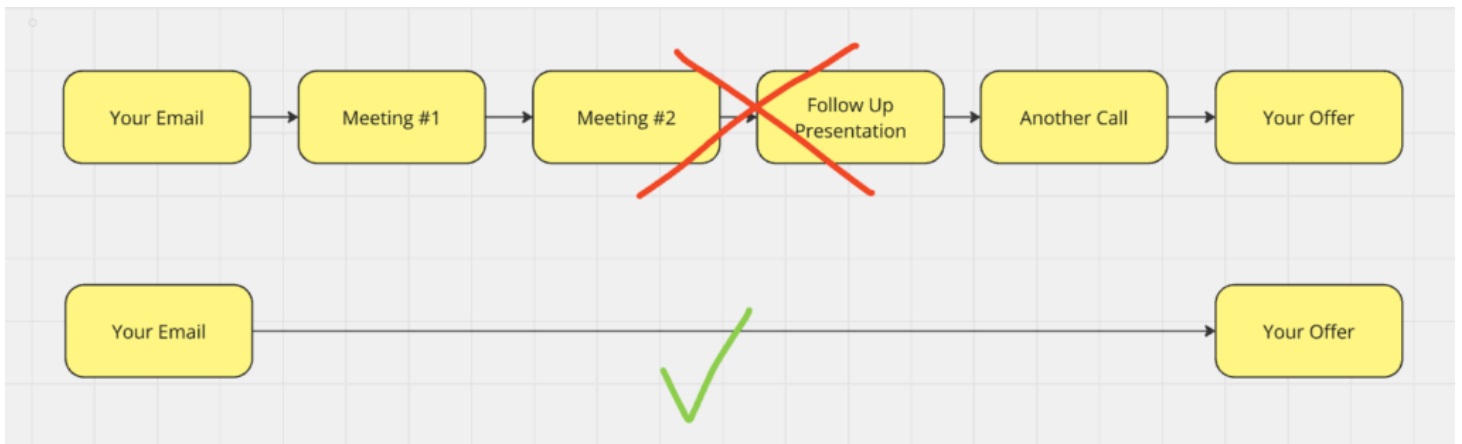
Tailor Offers for Different Audiences

Every business has its own set of priorities. To craft a successful offer, it's essential to understand these differences and adjust your pitch accordingly. Common business pain points include:

- Financial Issues
- Customer-Related Challenges
- Employee Issues
- Strategic Problems
- Legal Concerns
- Technology Issues

Make It Easy To Say Yes

Lastly, your offer should always feel low-risk and easy to engage with. The last thing a potential client wants is to feel like they are committing to something complicated or uncertain. Make it easy for them to take the next step. This could be offering a trial, setting up a quick call, or providing a simple way for them to learn more about how your service can help. If you can remove barriers and make the process as easy as possible, they'll be more likely to respond positively and take action.



By carefully tailoring your offer to the recipient's industry, goals, communication preferences, and making it easy for them to engage, you will increase your chances of success and create a more compelling reason for them to choose your solution.