

Creating Your Email Campaign

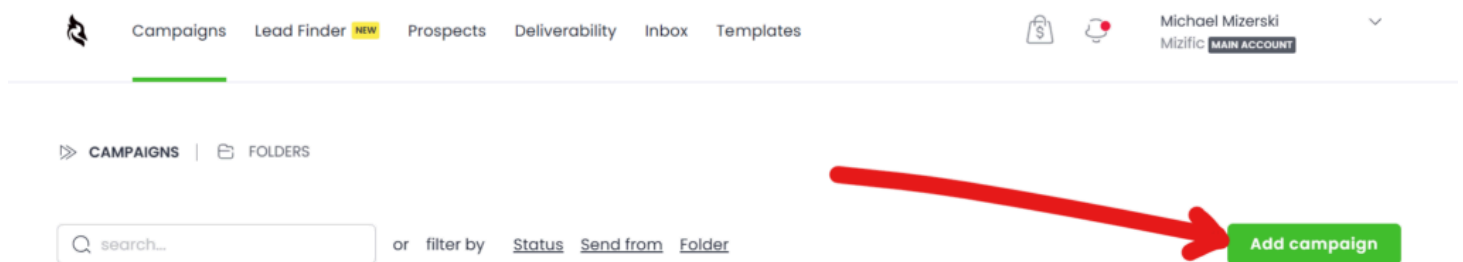


Did you know that 80% of cold emails get ignored, but the ones that succeed often share the same key components? A well-crafted cold email is key to opening doors and sparking meaningful conversations. The perfect email is concise, engaging, and focused on delivering value. In this chapter, you'll learn how to structure your email to capture attention and drive action.

Every high-converting cold email has four critical components:

1. A compelling subject line
2. A genuine message
3. Call to action
4. Signature

If you're following along, log into your Woodpecker account and under the Campaigns tab, press "Add campaign".



The first step is to name your campaign. While this might seem like a small detail, a clear and descriptive name will save you a lot of time as you grow and manage multiple campaigns in the future. Trust me, after a while, your list of campaigns will be long, and you'll appreciate having a naming system that makes them easy to identify.



Free Cleaning + Architects CEO + V1

Created by: Michael Mizerski (17 Jan 2025)

Send from:

<hello@mizific.com> Michael Mizerski

Add multiple email accounts to your campaign to improve your deliverability. [Learn more.](#)

Cc Bcc

Here's a naming structure I recommend:

Offer (What you're offering) + Audience Segment (Who you're targeting) + V# (Campaign version)

For example:

- *Free Cleaning + Architects CEO + V1*

This naming convention helps you instantly understand the purpose and audience for each campaign.

Subject Line: Make a Strong First Impression

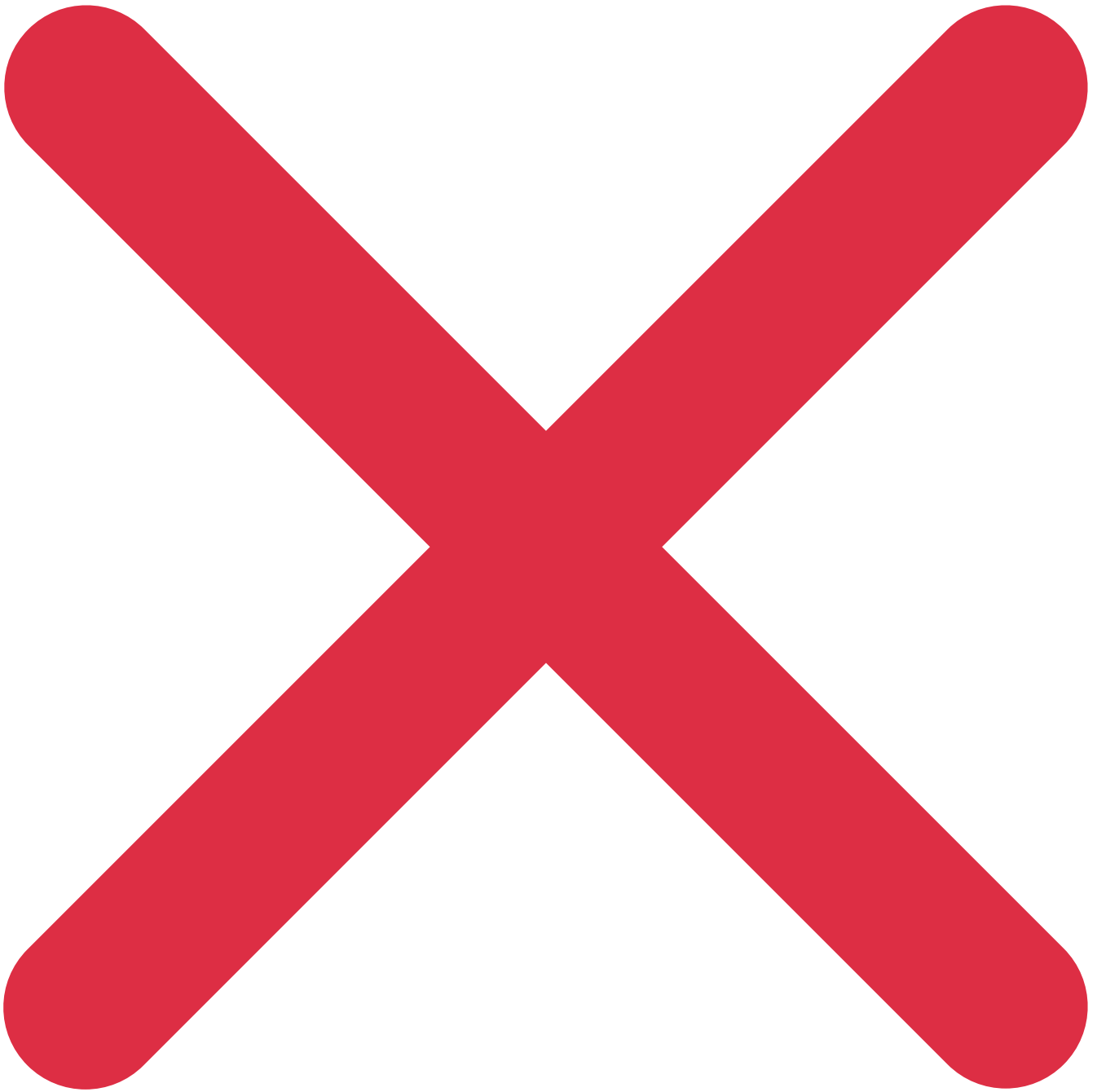
The subject line is your first opportunity to grab attention, and if you don't make it count, your email will likely be ignored. Keep it short, relevant, and to the point, especially since many people read emails on mobile devices. A short subject line has a higher chance of being read in full.

The screenshot shows an email campaign interface. At the top, there's a tab labeled "EMAIL A/B" with a dropdown arrow. Below this, there are two tabs: "VERSION A" (selected) and "VERSION B". Under "VERSION A", there's a "Subject" field with the placeholder text "Your Subject Line". Below the subject field, there's a text area with the placeholder "Paste your email copy inside here." and a note "The signature will be added automatically from sender's email account." To the right of the email editor, there's a scheduling section. It shows a calendar view with days of the week and time slots. The days are: SUN (12:00 AM - 12:00 AM), MON (08:00 AM - 06:00 PM), TUE (08:00 AM - 06:00 PM), WED (08:00 AM - 06:00 PM), THU (08:00 AM - 06:00 PM), FRI (08:00 AM - 06:00 PM), and SAT (12:00 AM - 12:00 AM). The days MON through FRI are checked with green checkmarks. Below the calendar, there are three links: "Send test email", "Spam check this email", and "Delete this email".

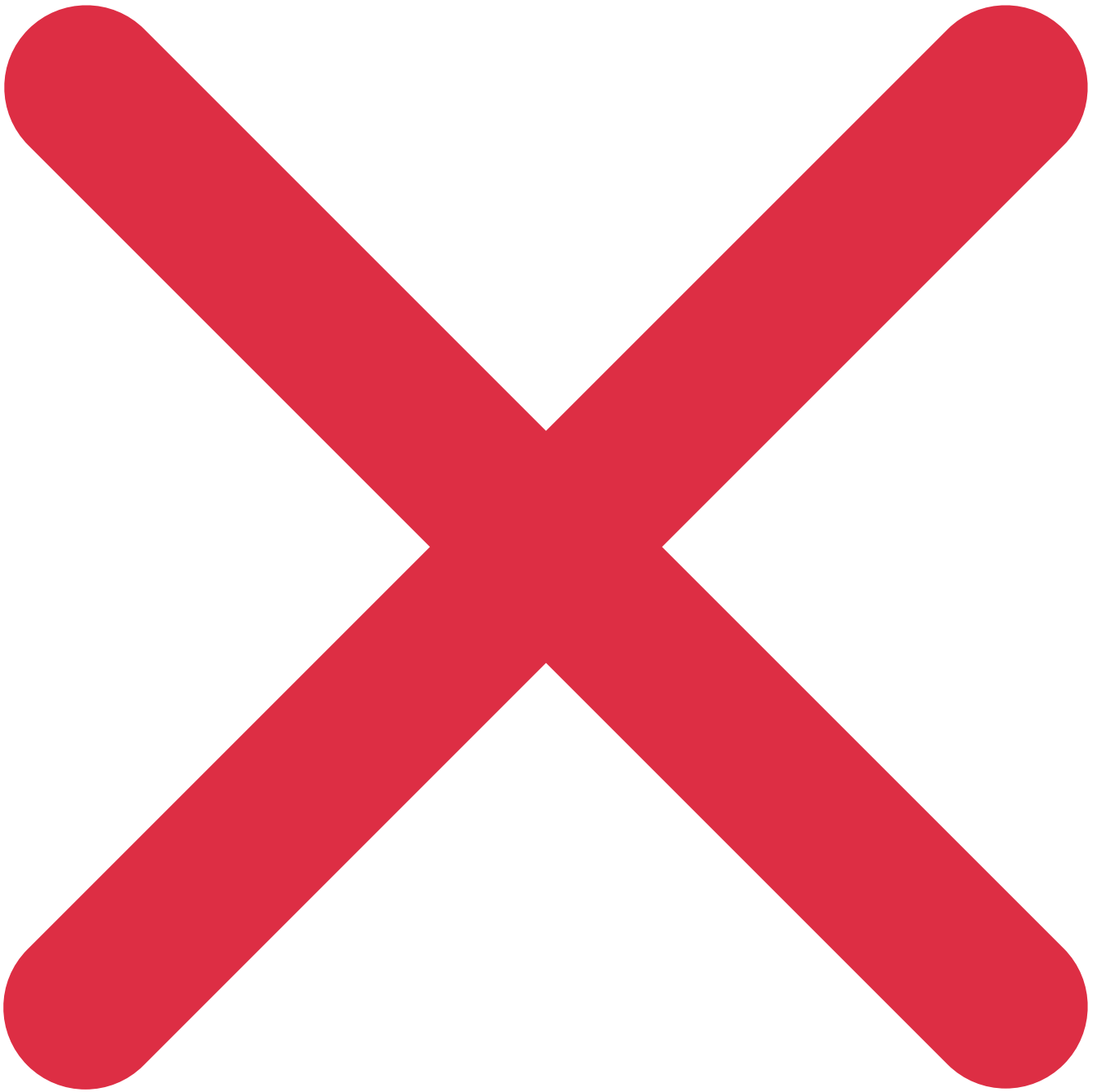
While it might be tempting to use sensational or misleading subject lines to boost open rates, this approach often backfires. Clickbait tactics erode trust and disappoint recipients when the content doesn't match the promise of the subject line.

Instead, focus on crafting an authentic subject line that aligns with the content of your email. Honesty and relevance will always outperform gimmicks in the long run.

Examples of Bad Subject Lines



I can't believe your company is doing this!



Urgent: Reply Before Midnight Tonight!



Hey [First Name], Let's Chat!





Examples of Good Subject Lines



Quick question about [recipient's company name]



Competitors?



Ideas for improving [specific pain point]

Email Message: Engage and Deliver Value

Your email message is your golden opportunity to make a strong first impression. To engage the reader, frame your email in a way that invites a response. Asking questions is an effective way to do this, it instantly sparks curiosity and encourages interaction.

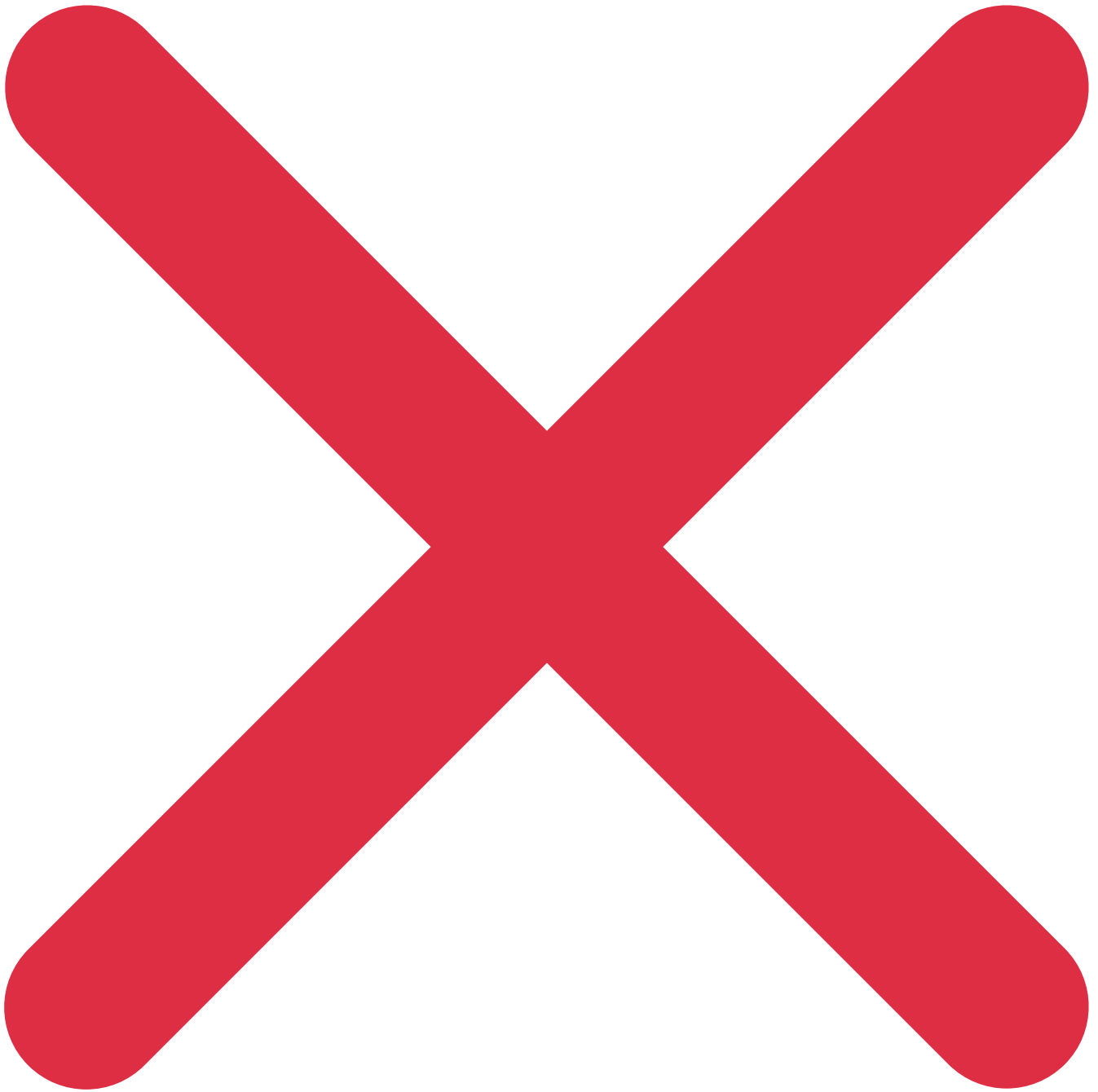
Contrary to popular belief, you don't need to overdo personalization by referencing specific events or awards. In fact, overly specific personalization can signal to the recipient that a sales pitch is coming, which often makes them tune out. A simple "Hi [First Name]" is enough to establish rapport without coming across as intrusive.

Focus on what truly matters, how your message is relevant to their needs. A straightforward, targeted approach is much more effective than trying to impress with unnecessary details.

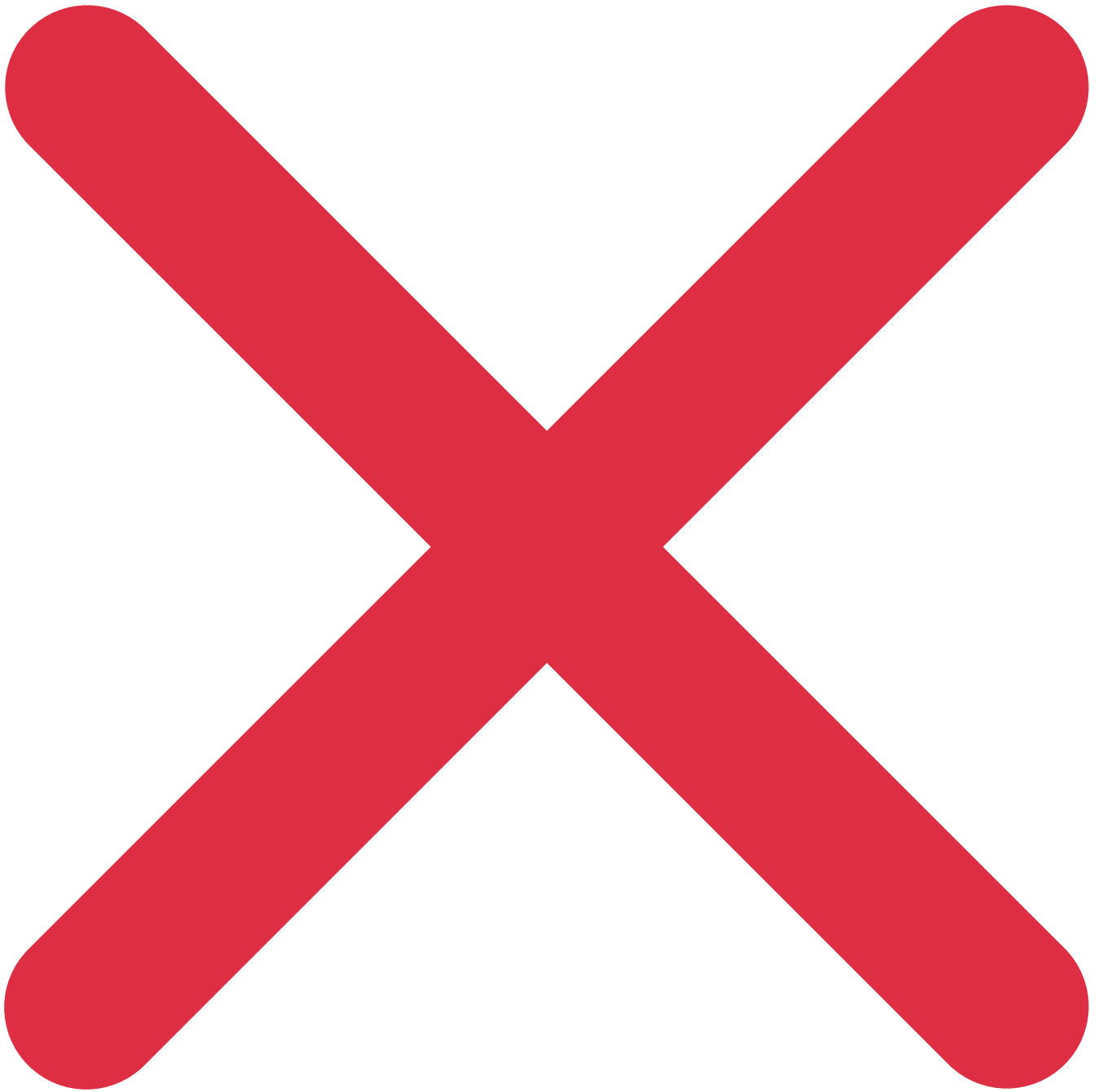
Generally speaking, a good email message looks like this:

- Direct and to the point
- Presents your offer clearly
- Focuses on the outcome
- Uses simple language
- Highlights the value
- Keeps it short

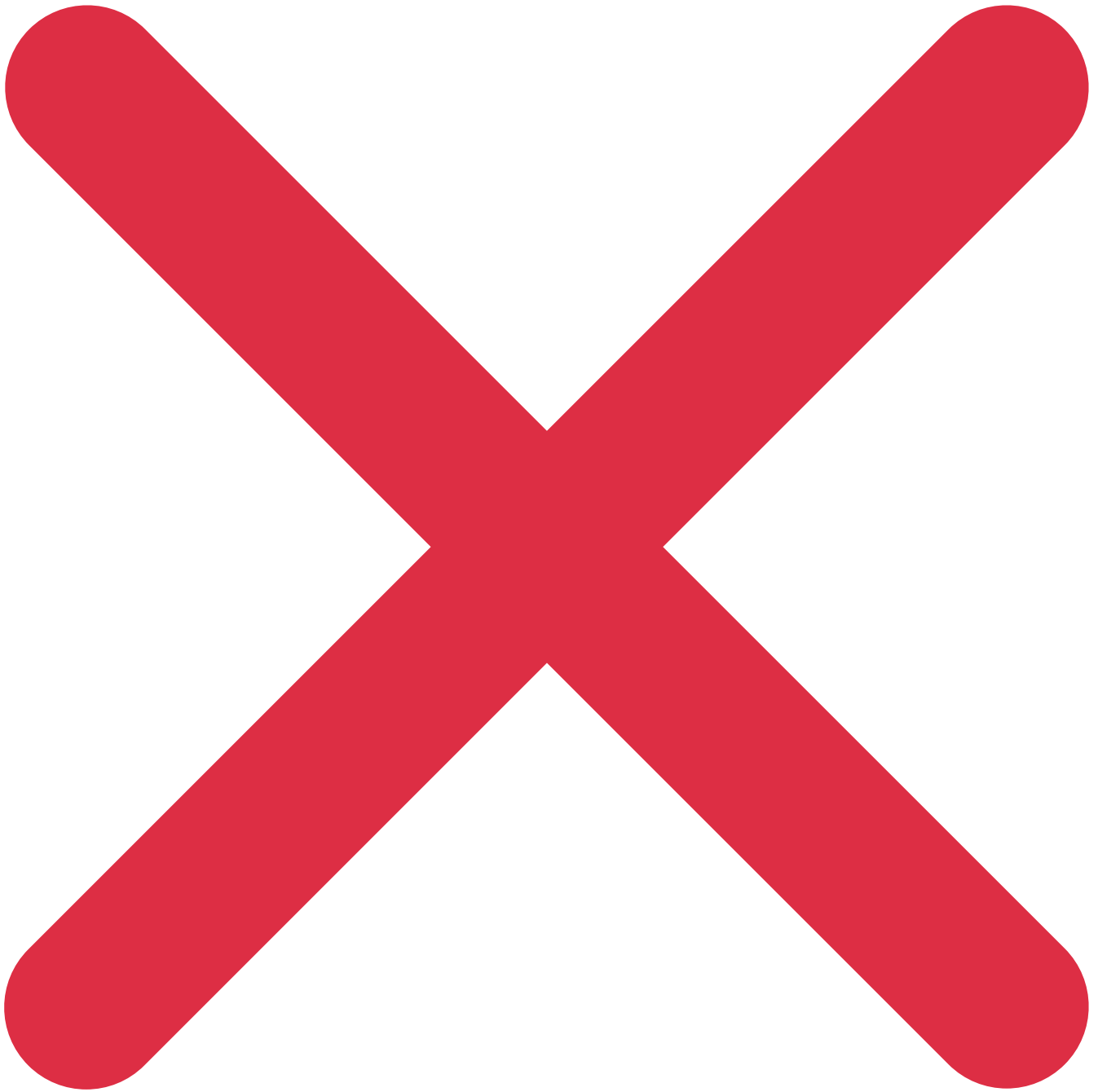
Examples of Bad Messages



I recently saw your post on LinkedIn about [topic] and it really inspired me to get in touch with [company name].



We are the best SEO agency in our country. We can help you get...



I hope this email finds you well and that your business is thriving despite tough economic times.

Examples of Good Messages



Hello [First Name], I'm wondering if you would be interested in a free cleaning of your office space?



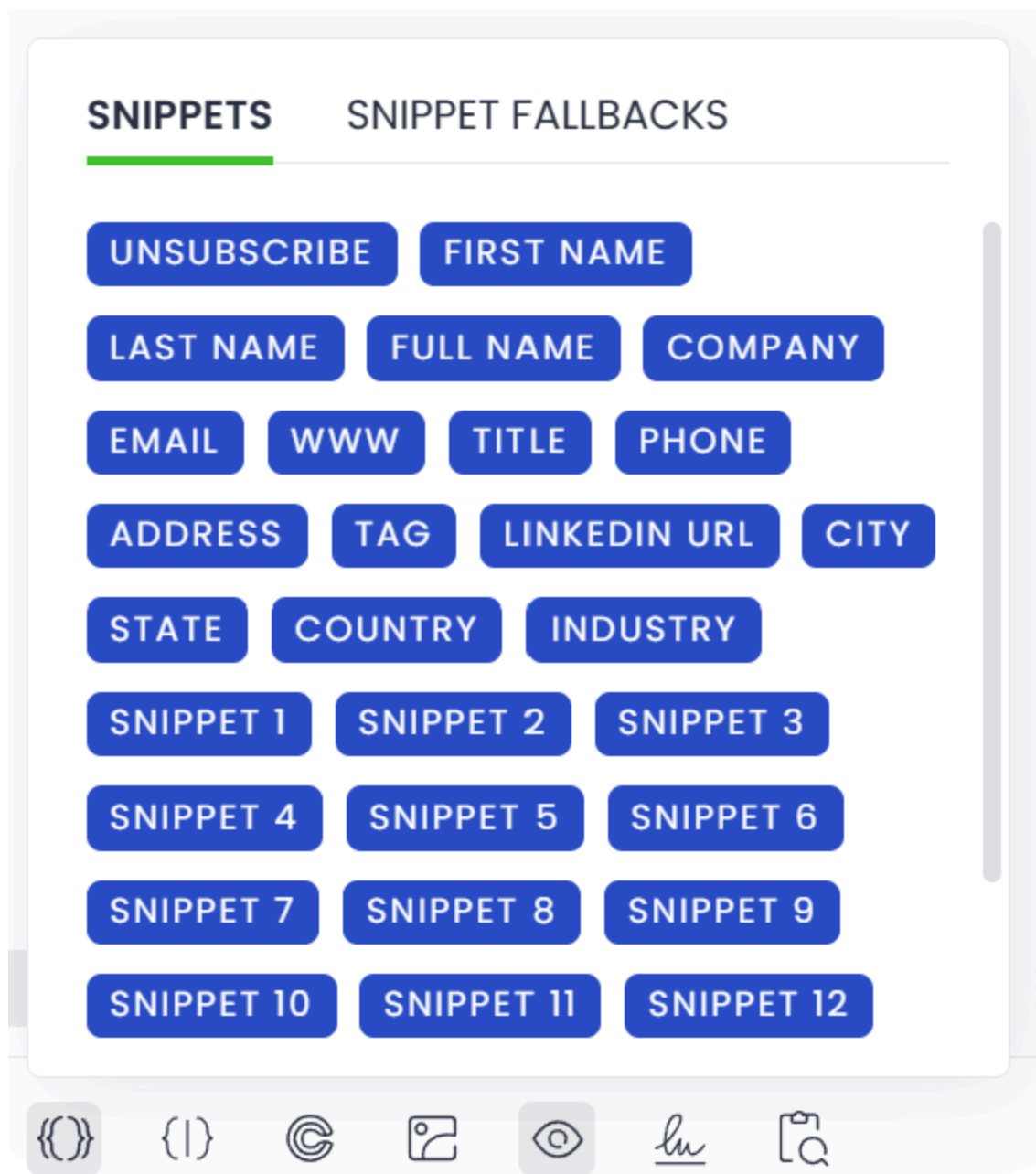
Hi [First Name], did you know that your company's website has [insert issue here]?



Hi [First Name], I understand how tough it can be to prioritize fitness while managing a busy schedule, so I'd love to offer you a free session if you're interested?

Snippets: Save Time and Scale Outreach

Personalizing cold emails doesn't require starting from scratch each time. Snippets are pre-written text blocks with personalized details (e.g., recipient's name, company, or industry). By using snippets, you save time while keeping emails personalized.



Snippets allow you to scale your outreach while maintaining a personal feel. Emails with personalized content are more likely to be opened and engaged with, increasing your chances of a response. Tools like Woodpecker make it easy to insert these snippets automatically.

	A	B	C	D
1	Email	First Name	City	Company
2	prospect@company.com	Adam	Berlin	Architex LTD
3	prospect@company.com	Jenny	Bratislava	Bratislava Designs
4	prospect@company.com	Natasha	Porto	Natahas House Planning
5	prospect@company.com	Boris	Belgrade	Your Next Home
6	prospect@company.com	Zack	Austin	Star House
7				

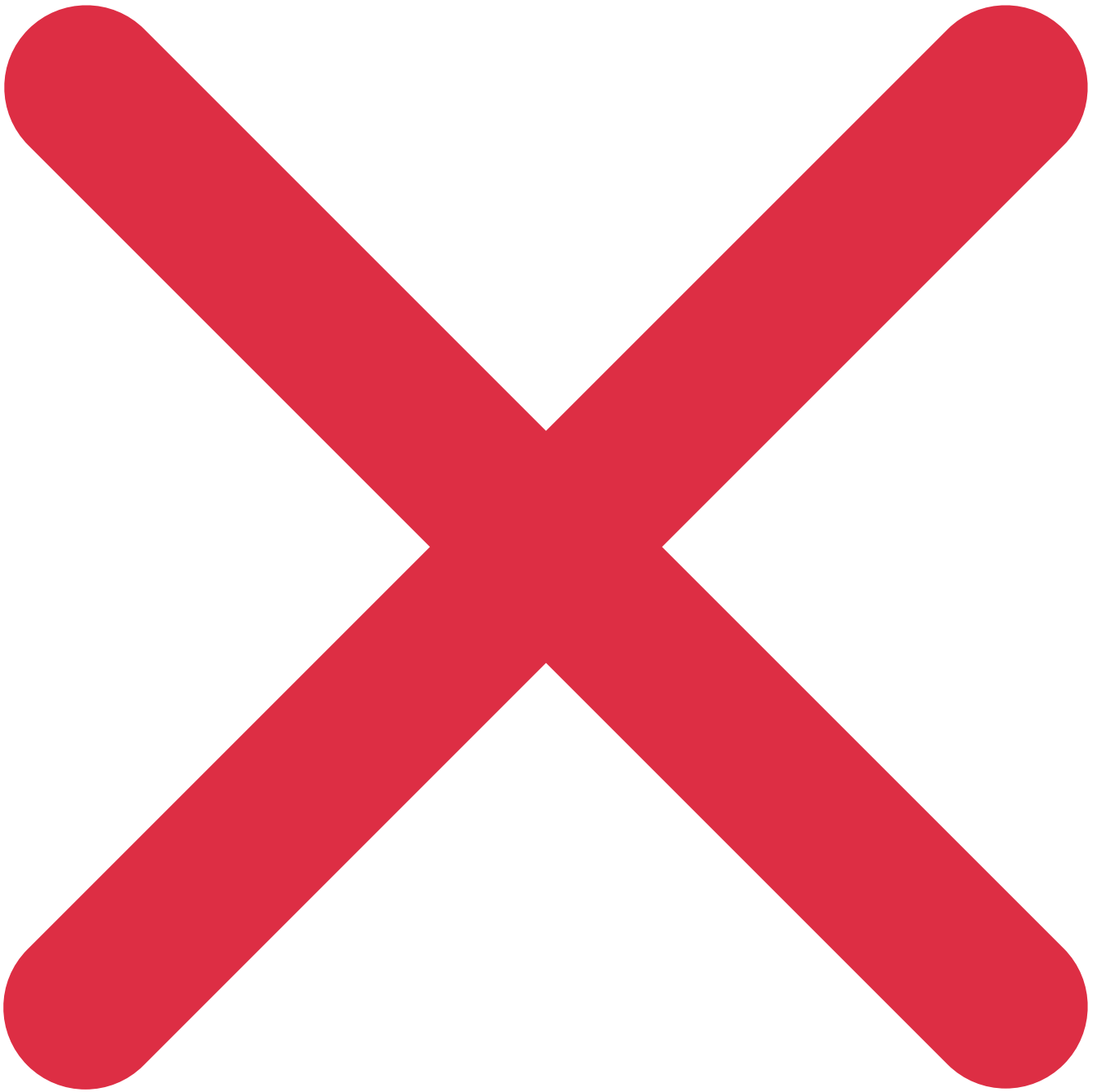
Call to Action: Make It Easy to Take the Next Step

Your call to action (CTA) is the crucial step that guides the recipient from reading your email to taking action. A well-crafted CTA provides clear direction and makes it easy for the recipient to understand what to do next. It's the bridge that connects your message to the next step in the process.

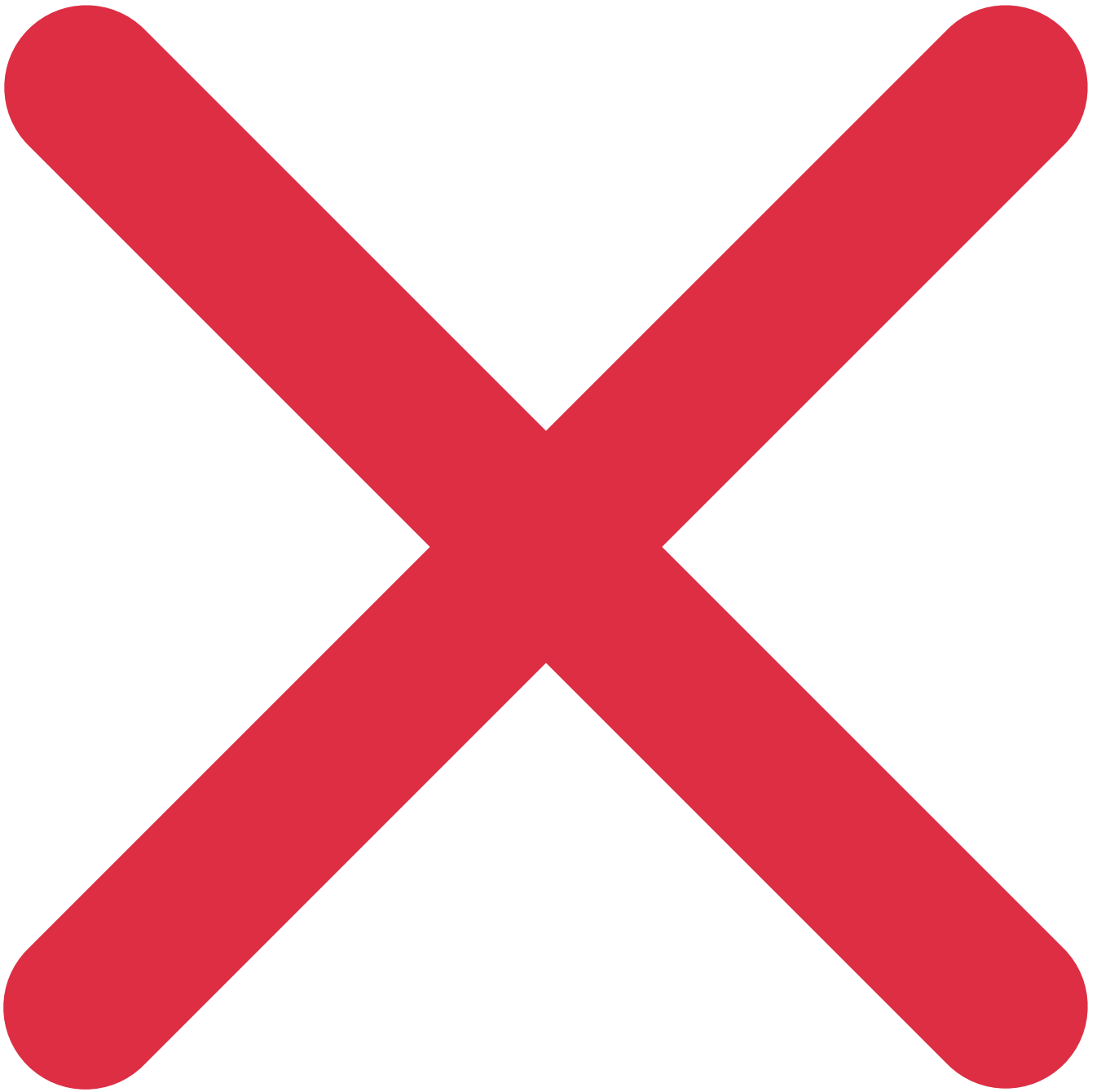
If your goal is to set up a meeting, make the CTA simple and non-intimidating. A quick 15-minute meeting is far easier to agree to than a lengthy hour-long session. Keep in mind that this is your first contact, so make sure your CTA is comfortable for them.

Your CTA should also feel conversational, not too formal. Imagine you're speaking to someone you've just met, don't jump straight into making a formal request. Instead, ease into it.

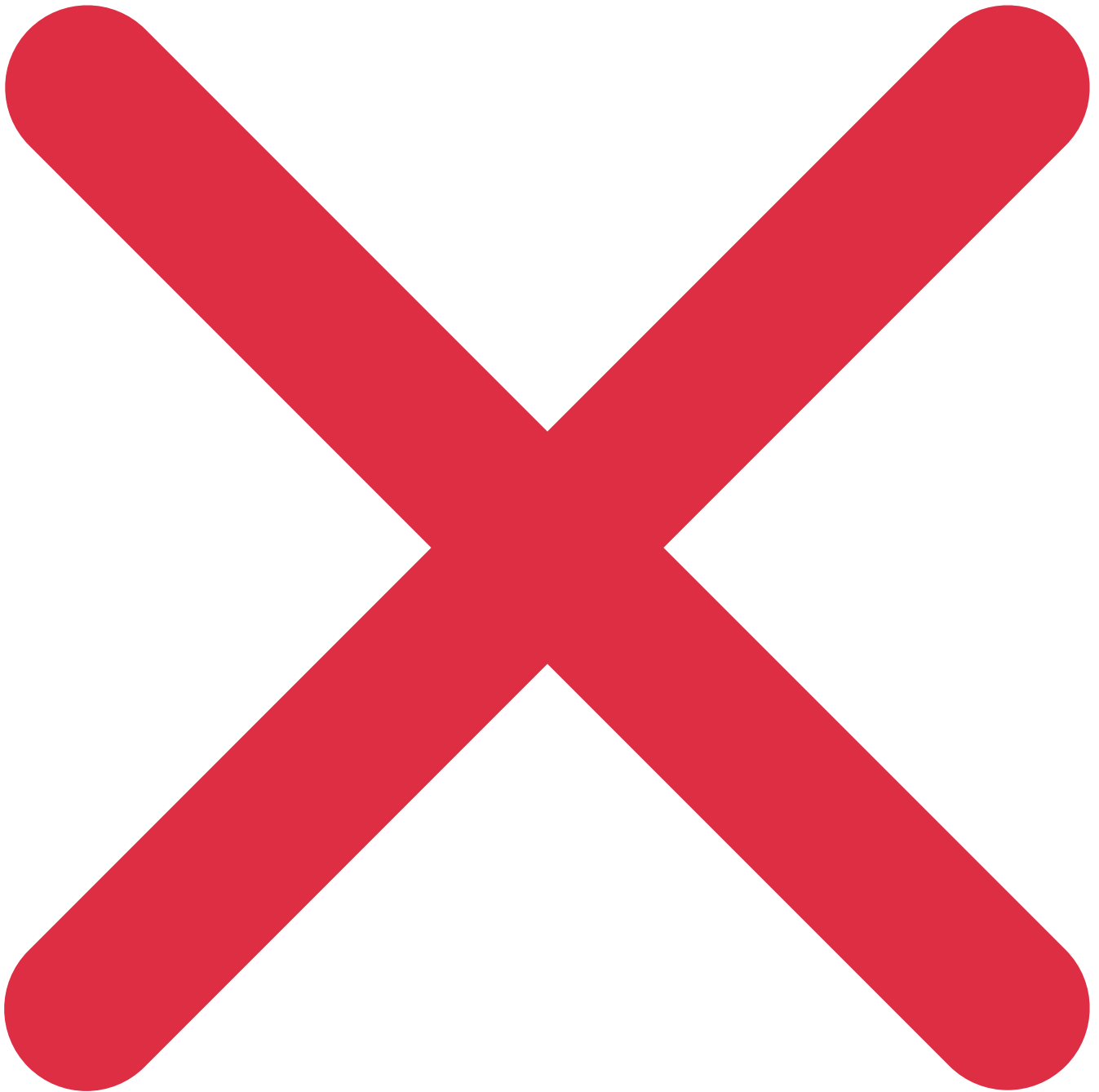
Examples of Bad CTA



Book a meeting with me now!



Claim your free offer



Click here to schedule a call with me

Examples of Good CTA



Would you be interested in a quick 15-minute meeting?



If this sounds interesting, would you be open to a brief phone call?



Would you like a free consultation to discuss how we can help?

Signature

Keep your signature 100% text, with no hyperlinks or images, to ensure higher deliverability. A signature with essential contact details helps maintain professionalism without being intrusive.

A good example of a signature:

*Best regards,
Your Full Name
Your Job Title*

Phone Number

Company URL

A/B Testing: Optimize Your Approach

Remember, cold emailing is not a one-size-fits-all strategy. Experiment with different subject lines, email body formats, and CTAs to see what resonates best with your audience. A/B testing is a powerful way to fine-tune your approach and increase conversion rates.

Pro Tip: Test a small segment of your list first and analyze the results before scaling your outreach efforts.