

Avoid These Common Mistakes



Many beginners fall into common traps that hinder their success, often repeated by so-called “gurus” and YouTubers. By identifying these mistakes and learning how to avoid them, you can set yourself up for better results from the start.

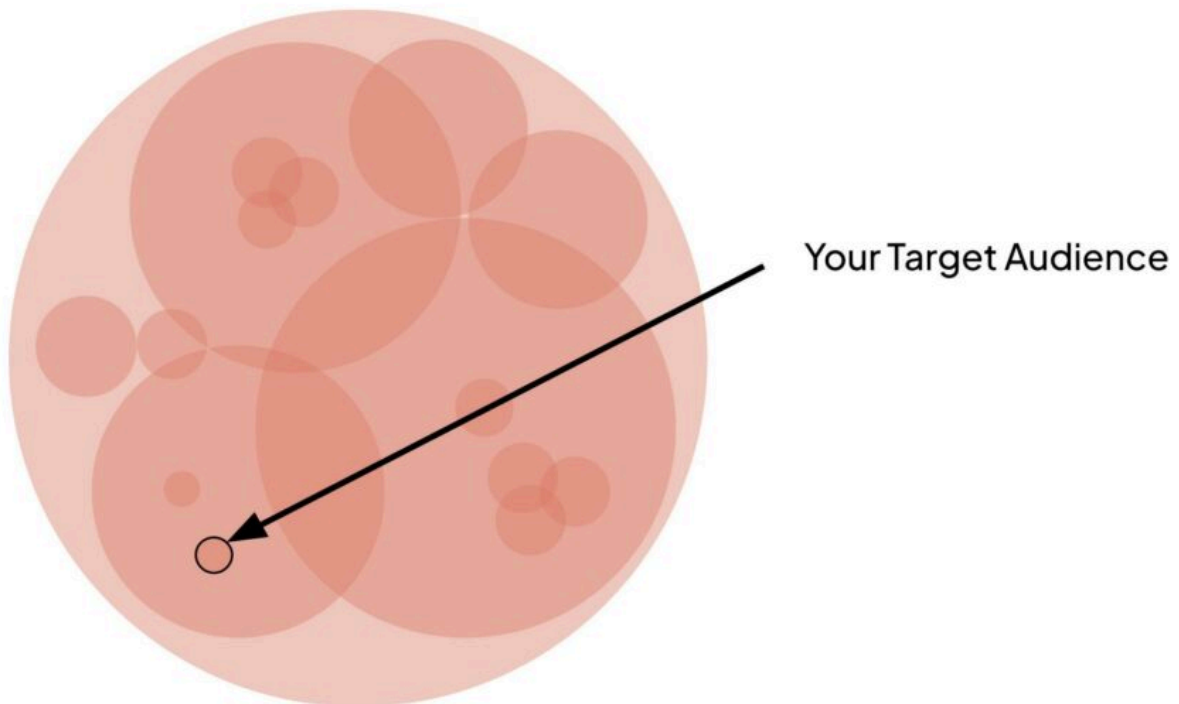
The 4 most common mistakes in cold emailing are as follows:

- Poor Targeting
- Generic Messaging
- Failing to Follow Up
- Over-Personalization

1. Poor Targeting

Sending emails to the wrong audience is one of the biggest mistakes in cold email outreach. If your offer isn’t relevant to the recipient, no matter how clever your writing, the chances of a response are slim.

Imagine the big circle below as a large audience of potential buyers, and all the smaller circles are segments of that audience. It's when you learn how to target the smaller circles that you will start seeing drastic improvements in your campaigns.



Take time to define your ideal client persona, including their challenges, needs, and goals. Knowing exactly who you’re targeting helps you craft messages that resonate and improve your chances of starting meaningful conversations.

2. Generic Messaging

Mass emails with a one-size-fits-all approach don't stand out. When prospects receive generic emails, they can tell it's part of a larger campaign with little effort behind it. Personalize your message to each recipient by addressing their specific needs, challenges, and goals.

Hi **[Recipient's Name]**,

I hope you're doing well! I'm **[Your Name]**, and I specialize in helping businesses like **[Recipient's Company]** **[solve a problem or achieve a goal related to your service]**.

I noticed that **[specific detail about their company, challenge, or industry trend]**, and I believe there's a way we could help you **[mention specific benefit your service provides]**.

If you're open to it, I'd love to schedule a brief call to discuss how we can help **[improve something, solve a challenge, or provide value]**. Let me know if you have 15 minutes for a quick chat this week.

Looking forward to hearing from you!

Make sure your email focuses on how your offer can help them solve their problems, rather than just selling a product or service.

3. Failing to Follow Up

Most responses come after multiple touchpoints, but many people give up after the first email if they don't hear back. A well-planned follow-up sequence with 3-5 emails increases your chances of engagement.

Don't just send a reminder, provide value in each follow-up, such as helpful resources, industry insights, or a new perspective on their challenges. This approach makes follow-ups feel like opportunities, not annoying reminders.

4. Over-Personalization

While personalization is essential, overdoing it can be counterproductive. Mentioning overly specific details, like a recent social media post, can come off as forced or even creepy if it doesn't tie into your offer's value.

Focus on personalizing key elements that matter, like the recipient's name, their company, and how your service can address their specific needs. This keeps your outreach genuine and relevant without crossing the line into over-personalization.

A Real Life Case Study

When I looked through my spam folder for examples of poorly executed emails, I stumbled upon one from a UK-based agency. It serves as a perfect case study of what to avoid when crafting cold emails.

While there are certainly worse examples out there, this one stands out because it follows the same ineffective formula often promoted by self-proclaimed "gurus" and YouTubers. Let's break it down step by step.

question Michael Mizerski External



to me

Hi Michael, what if i told you..

We could help you sign 20 new clients that pay you your full retainer in 6 months or you don't pay and get 1000 EUR.

Like we did for Flax Labs social media agency which we scaled 100k/mo to 210k/mo in 3 months.

My partner Josiah made you a video on how we will book you 30-100+ qualified appointments each month



I'd love to see if we can do the same for you, mind if I send over more info about how we work?

All the best,

"Everything you can imagine is real." - Picasso

Don't want a follow-up? Reply with "no thanks"

The Subject Line

There are two major red flags with the subject line:

The subject line is capitalized incorrectly, which makes it look messy and unprofessional. This alone could trigger spam filters, and it's no surprise I found it in my spam folder.

Including my full name in the subject line feels unnatural and spammy. Nobody starts a conversation this way, whether online or in person. While the intent may have been to grab my attention, it had the opposite effect—it felt robotic and insincere.

The Message

The email starts with:

"Hi Michael, What if I told you..."

This is a textbook example of bad sales communication. It feels overly salesy and disconnected from real-world interactions. Nobody would approach a business owner in person and start with such a canned pitch. It comes across as pushy and insincere, which instantly sets a negative tone.

The email continues with:

"We could help you sign 20 new clients that pay you your full retainer in 6 months or you don't pay and get 1000 EUR."

Here's everything wrong with this approach:

- They assume I want 20 new clients. I don't, we're a small, focused team prioritizing quality over quantity.
- They assume we work on retainers, but our business model is results-based, where clients pay only if we deliver measurable outcomes.
- Offering €1000 if they fail feels more like desperation than confidence. Instead of building trust, it gives the impression of insecurity.

The Video

The email includes a video presentation, but it raises even more red flags:

The presenter is seated in a gaming chair in what looks like their bedroom, not an office. This lack of professionalism undermines their credibility.

The video starts with: *"I have a WILDLY profitable business opportunity for you."*

This type of exaggerated language is reminiscent of "crypto bros" and immediately diminishes trust.

The video promises 10 new clients, not the 20 mentioned in the email. This inconsistency signals a lack of attention to detail and makes the outreach feel like mass-produced slop.

The presenter talks about their services in vague, generic terms, with no mention of my specific business goals or challenges. The video focuses on their achievements and other clients but fails to address how they can help me.

The video appeared to be mass-produced. It featured my website scrolling in the background, but the movement was robotic, likely created using automated tools. The presenter doesn't mention my name, my business or my website, which yet indicates it's a prerecorded video.

Conclusion

All the fancy automation and tools led this email straight to my spam folder.

This agency focused heavily on technical aspects—automating everything from the email to the video, but neglected the most important elements: targeting and messaging.

In the end, they managed to do everything wrong and serve as a textbook example of what not to do in a cold email campaign.