



1. Sample outreach emails

Take inspiration and customize these sample outreach messages when connecting with a prospect via email or LinkedIn. Don't forget to follow best practices.

A. Sample LinkedIn message for an expansion project

Subject: [Prospect Company Name] - [Your Region] market development

Dear [decision maker's name],

I hope this message finds you well. I came across your profile and wanted to extend my congratulations on your company's expansion. It's always great to see businesses grow and succeed in today's competitive market.

As a representative of [Your company name], a B2B/EDO specializing in [Your industry or expertise], I believe our services/region could add value to your expanding company. We have helped many companies like yours streamline their operations, reduce costs, and improve efficiency through [Your product or service].

I would love to further discuss how we can support your business goals and contribute to your continued success. Would it be possible to schedule a call for next week?

Thank you for your time and consideration. I look forward to hearing from you soon.

Best regards,

[Your name]

B. Sample message for recent VC funding

Subject: Congrats on your recent VC Funding!

Hi [Lead's first name],

Just wanted to drop a quick note to say congratulations on your recent VC funding! That's amazing news. As a [Your Position] at [Your Company], I'm excited to see where your company is headed. I was thinking that our [Specific Service/Product] could be a great fit for your growth. Interested in chatting about it sometime? [Insert proof point or relate back to your value proposition].

Let me know if you're up for it, and we can schedule a call.

Congrats again and talk soon!

Cheers,

[Your Name]

C. Sample message to send before a trade show

Subject: See you in [city name]!

Hey [Lead's name],

I'm [Your Name] from [Your Company] and noticed that you'll be attending the [Name of the Trade Show] next week/month in [City, Country]. We'll be there too, and I'd love to catch up with you to discuss any upcoming projects or business interests you have. [Insert personalized sentence with your value proposition or supporting statistic].

Let me know if you're available to meet in person during the event, and we can figure out a time and place that works best for you.

Thanks, and I hope to see you there!

Best,

[Your Name]

D. Sample message to send after a trade show

Subject: Nice meeting you at [Trade show name]

Hi [Lead name],

I wanted to drop a quick note to say how much I enjoyed meeting you at [Trade show name]. Your insights on [topic discussed] were interesting and it was great to learn more about [company name] and your work in [industry market].

I also wanted to follow up on our conversation about potential collaboration opportunities. I believe our companies could achieve great things together and I would love to explore this further. How does a quick call in [insert date/time] sound?

Let me know if that works for you and we can schedule a meeting soon. Alternatively, you can use this link to book a time that works for you: [Insert your scheduling tool link here].

Take care,

[Your name]

2. Quick Start Outreach Plan

Use a multi-channel strategy by following our recommended plan and best practices to maximize the success rate of your outreach campaigns.

Quick Start Outreach Plan				
Day 1	Day 2	Day 3	Day 4	Day 5
Email 1	Email 2 - AM Call 1 - PM	LinkedIn Connection	Email 3 Call 2	Email 4 and Call 3 (leave a voicemail - both in AM)
Day 7	Day 9	Day 10	Day 13	Day 15
Email 5 LinkedIn InMail	Email 6 Call 4	Leave a comment on a LinkedIn post	Email 7	Call 5