

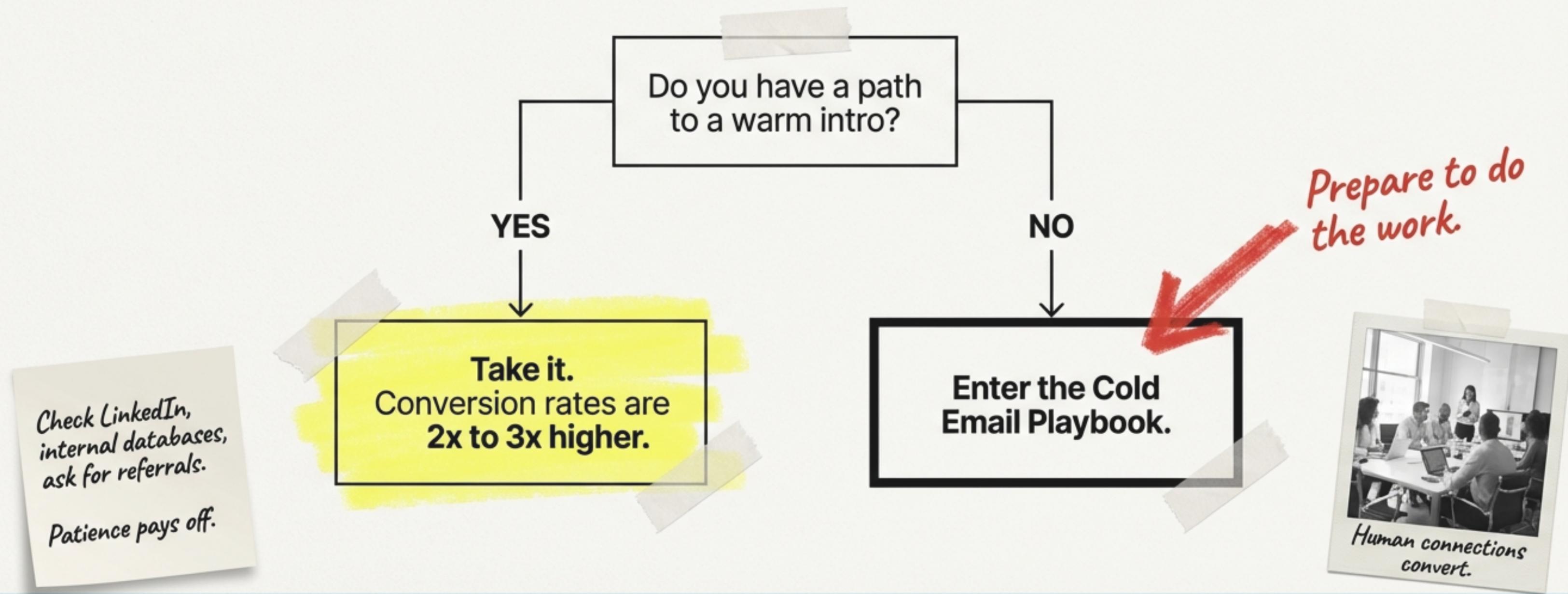
The Anti-Robot Playbook



How to Write Cold Emails that Actually Convert

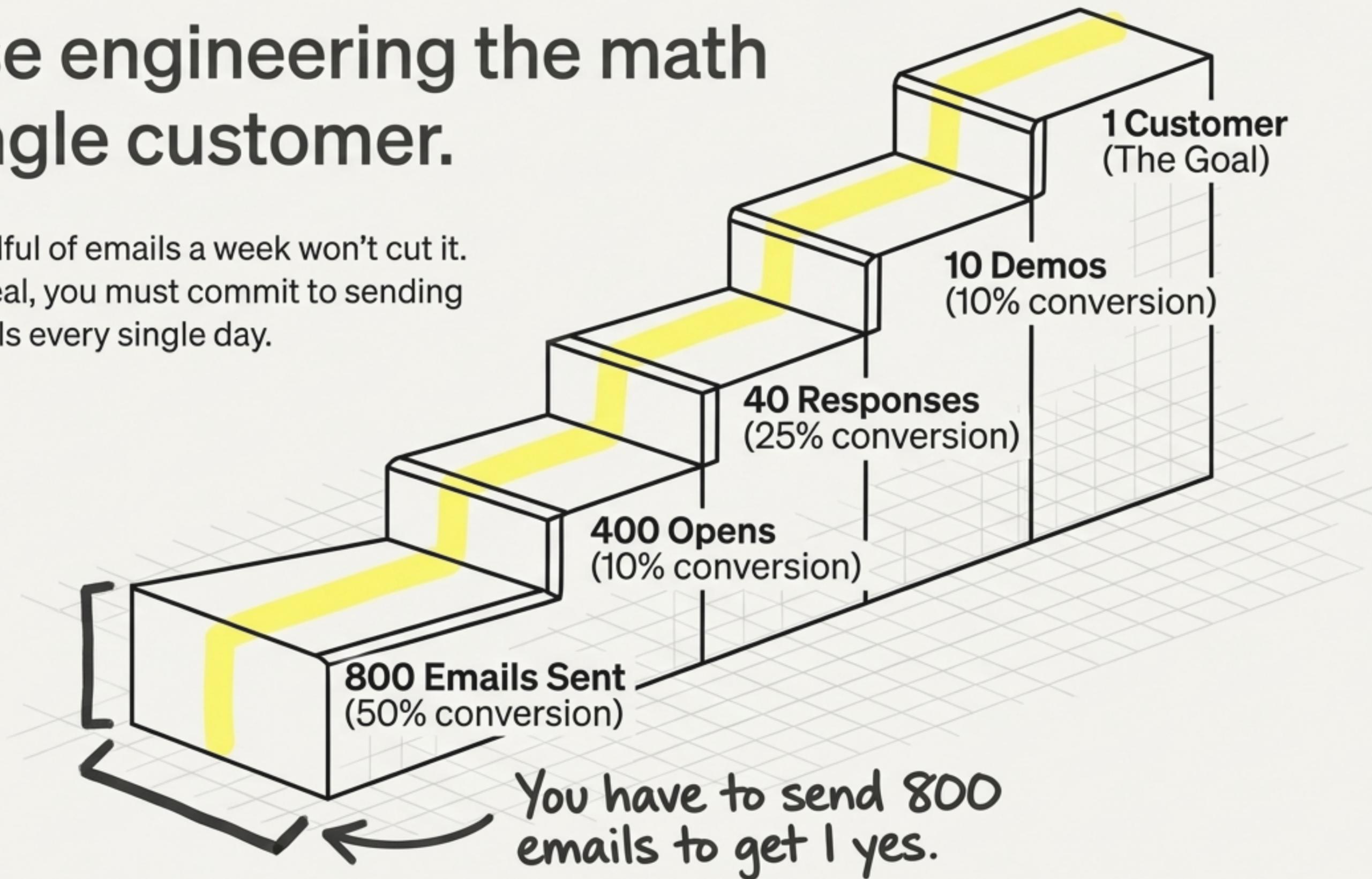
The highest-converting cold email hack is avoiding the cold email entirely.

Always turn over every rock—friends, former co-workers, and alumni networks—to find a connection before going in cold.



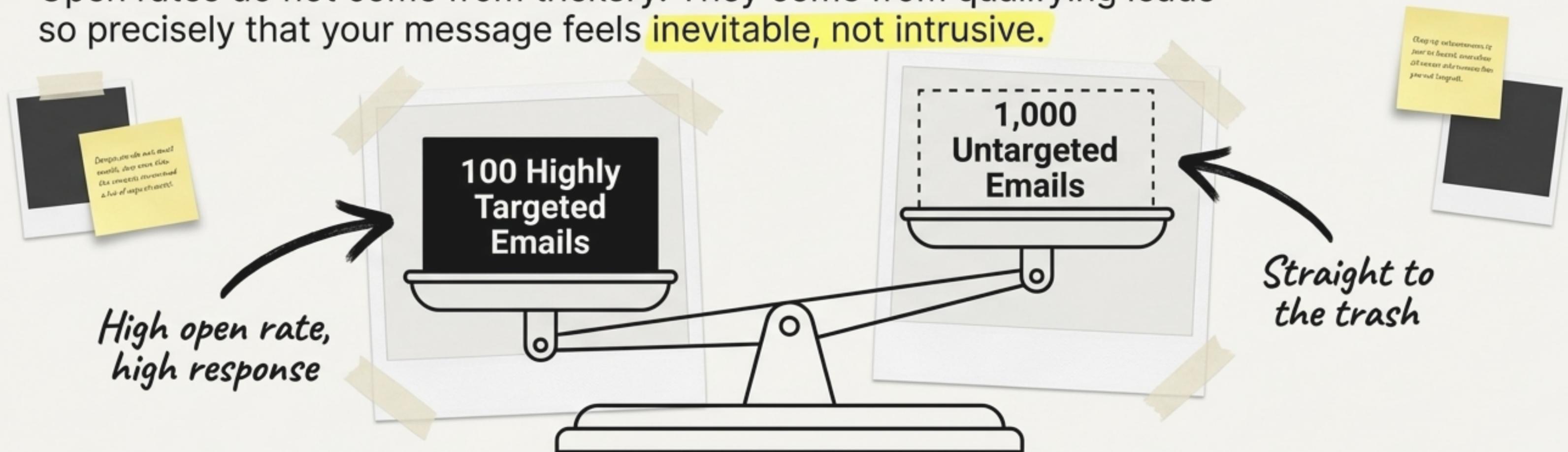
Reverse engineering the math of a single customer.

Sending a handful of emails a week won't cut it. To close one deal, you must commit to sending dozens of emails every single day.



The highest leverage metric is knowing exactly who wants what you have.

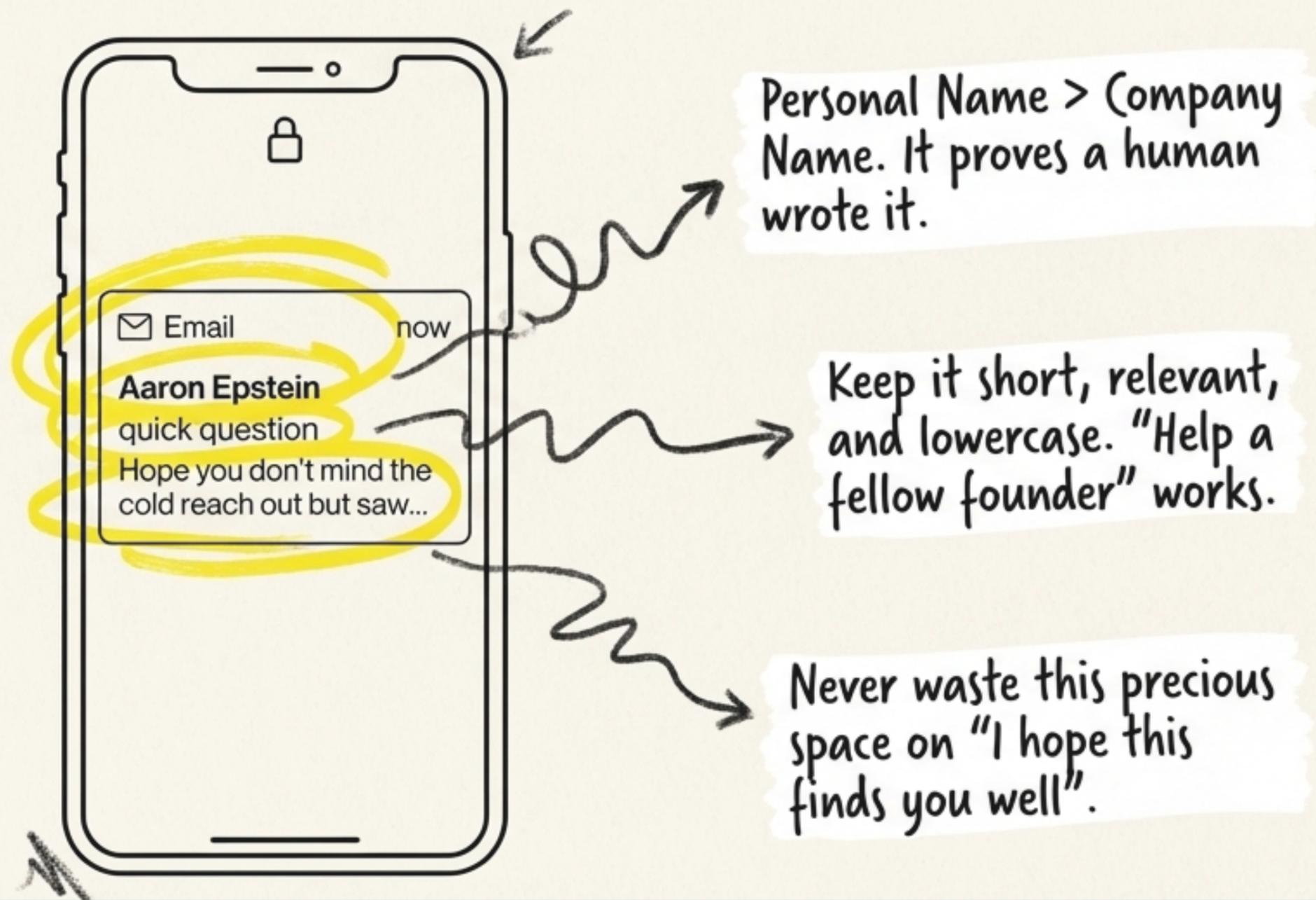
Open rates do not come from trickery. They come from qualifying leads so precisely that your message feels inevitable, not intrusive.



Caution: Sending an email guaranteeing "1-day physical shipping" to a company that exclusively sells digital downloads. The perfect copy cannot save bad targeting.

The inbox battlefield gives you three variables to survive the auto-delete.

Your company brand won't open doors yet. In the early days, you are the brand.



Spam vs. Signal: Diagnosing the auto-delete triggers.

People can smell spam from a mile away. If you are just swapping out placeholder variables, it is not specific enough.

The Robot (Auto-Delete) 		The Human (Top 5%) 	
Greeting	"Hey there" or "Hello Mr. Epstein"	Greeting	"Hey Aaron"
Focus	"I/My company" (e.g., "I am a freelancer offering contractual work...")	Focus	"You/Your problem" (e.g., "I noticed your team was struggling with...")
Structure	A massive, unreadable wall of text.	Structure	Short, scannable, formatted for mobile.
Ask	Unclear or demanding ("Do you collaborate somehow to make extra bucks?")	Ask	A single, low-friction Next Step.

The human algorithm: seven principles distilled into three pillars of conversion

Executing these consistently guarantees your emails will land in the top 5% of all outbound messages.

The Perfect Cold Email ✓

Strategy ✓

- **Specific Goal:** Focus entirely on moving to the next step in the funnel.
- **Clear Call to Action:** End with one concrete, standalone next step.

Empathy ✓

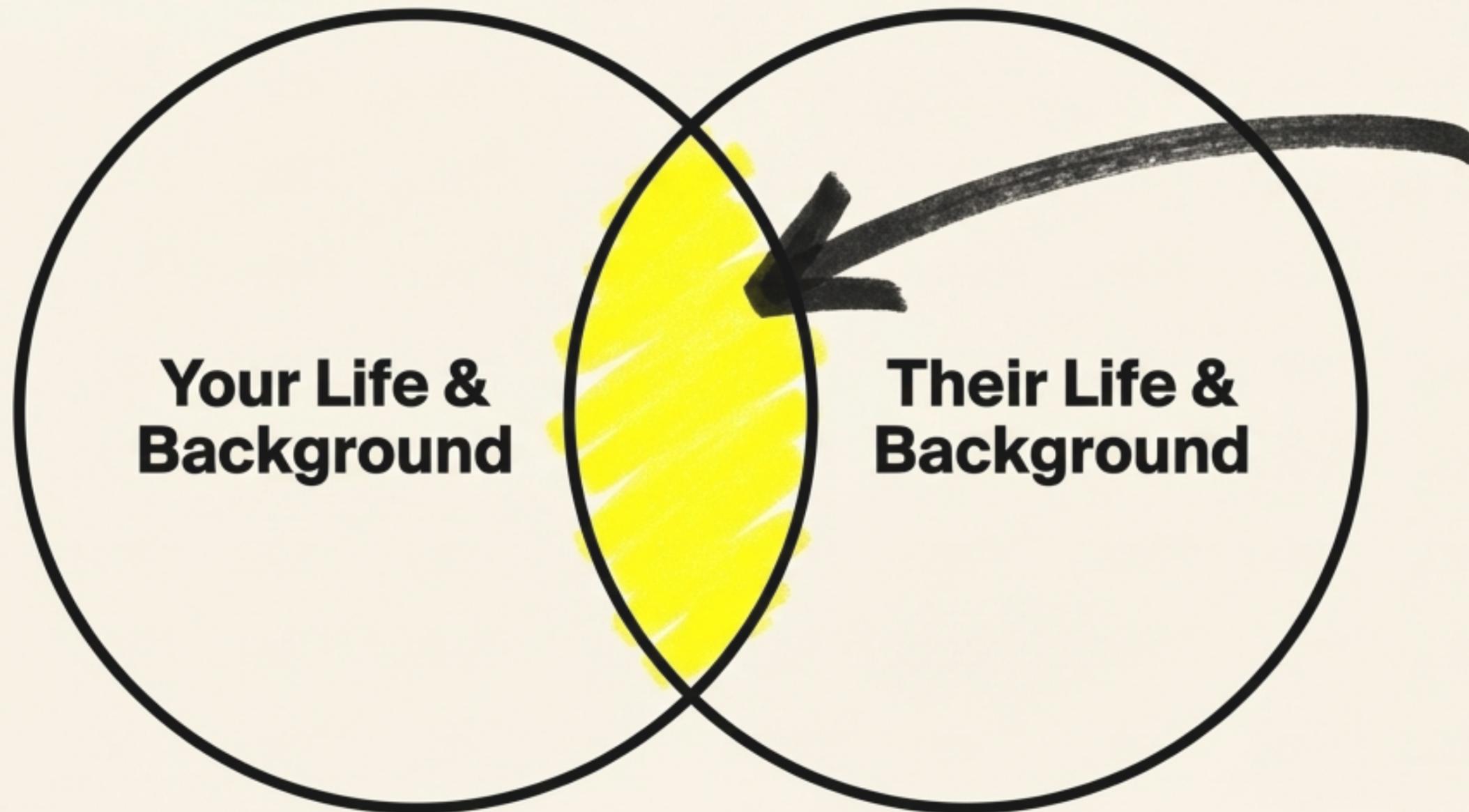
- **Be Human:** Use emotion, informality, and write like you speak.
- **Make it About Them:** Frame the pitch around the reader's quest, not your ego.

Polish ✓

- **Personalize Deeply:** Go beyond the first name.
- **Establish Credibility:** Drop relevant alumni, past companies, or social proof.
- **Keep it Short:** If it requires cognitive overhead to read on a phone, it gets deleted.

Find the uncommon commonality to prove you did the work.

“We both work in tech” is a commonality. “We both took classes in Van Munching Hall” is an uncommon commonality.



*The Uncommon
Commonality.*

Dig deep.
Research their blog,
their LinkedIn, and
actually use their
product before you
type a single word.

Defeating the LLM tone by writing **exactly how you speak.**

Humans use **emotion**, **casual language**, and even occasional typos. Robots use “synergize” and “facilitate”.

Find & Replace

Hello Mr. Epstein,	Hey Aaron,
I would like to facilitate a relationship,	I'd love to show you,
Best regards.	Thanks.



Custom content proves you aren't spamming thousands.

The Out-Loud Test:
Read your draft out loud to your co-founder. If it sounds awkward spoken, rewrite it.

Flip the ratio: Tell your story as the quest to solve their specific problem.

Nobody cares about your demo day goals. They care about their own headaches.

The Ego Pitch

I am a freelancer offering contractual work to Executives. I have been helping companies since 2014. During my past jobs I was able to facilitate good business relationships. I can help assist you in your sales team. I hope to share my skills and expertise with you.



Delete immediately.
This is about you.

The Empathy Pitch

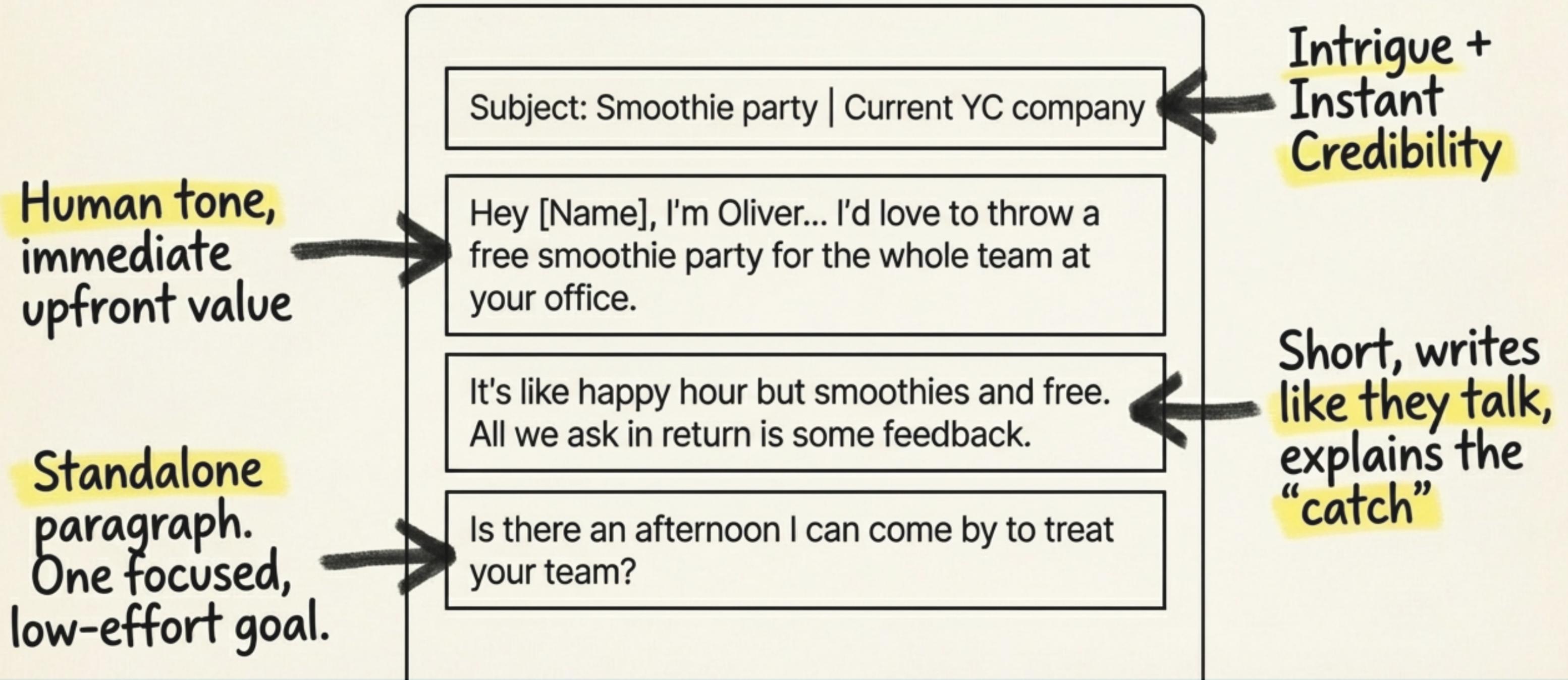
I noticed your order processing time could be faster. Your team would enjoy a tool that plugs right into your existing e-commerce platform to solve the fulfillment problem you run into every day.



Winner. You are solving a
problem they actually feel.

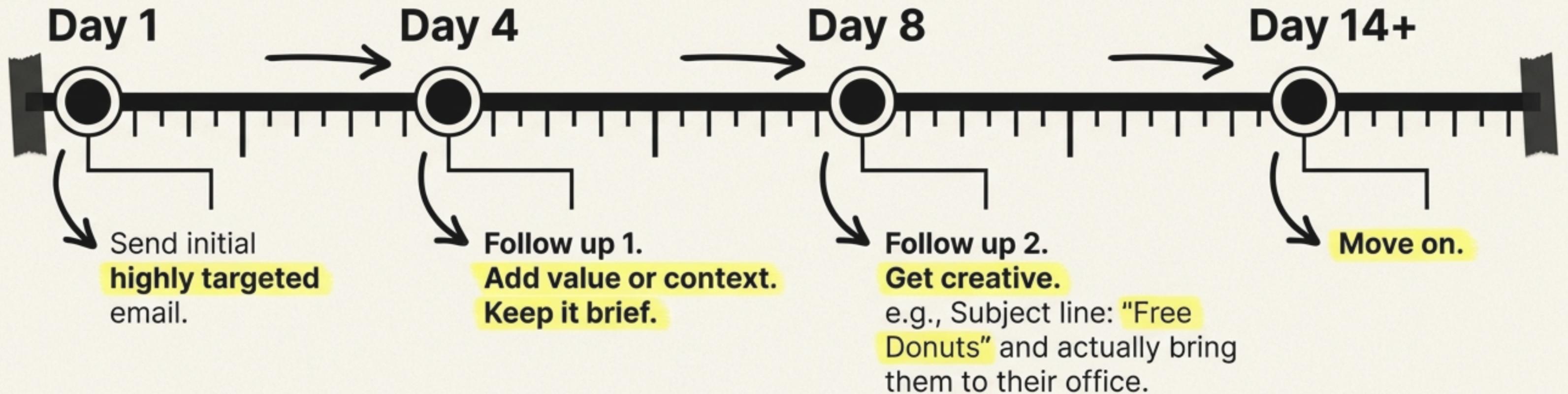
The anatomy of a perfect cold email.

A real-world example of turning social proof and a low-friction offer into a definitive “yes”.



The persistence framework: One email is never enough.

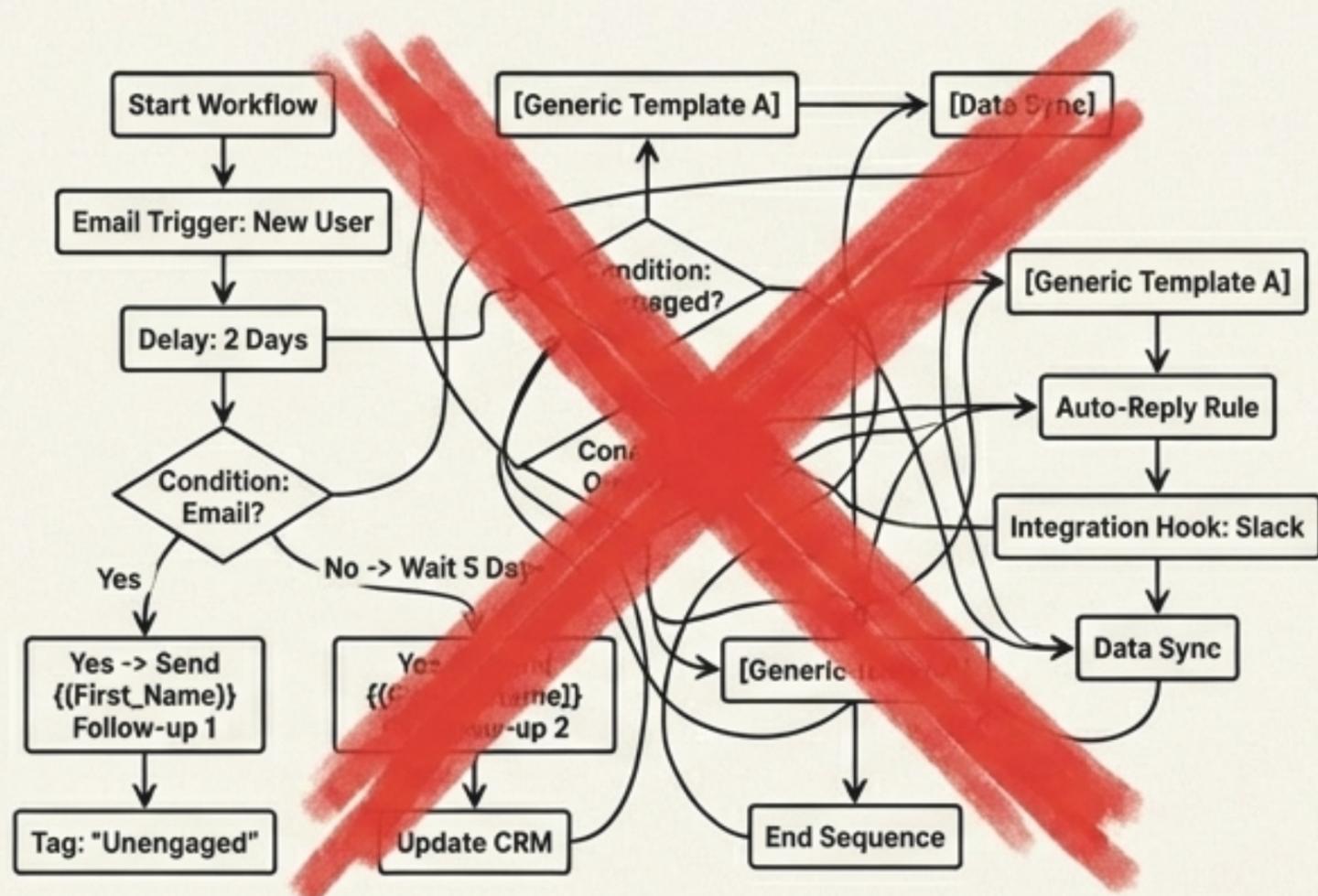
People are busy, on vacation, or distracted. Plan to manually follow up two, three, or four times.



Warning: There is a fine line between persistent and annoying. If they ignore you, don't get angry. Nobody owes you anything.

The manual mandate: Do things that don't scale to learn what actually works.

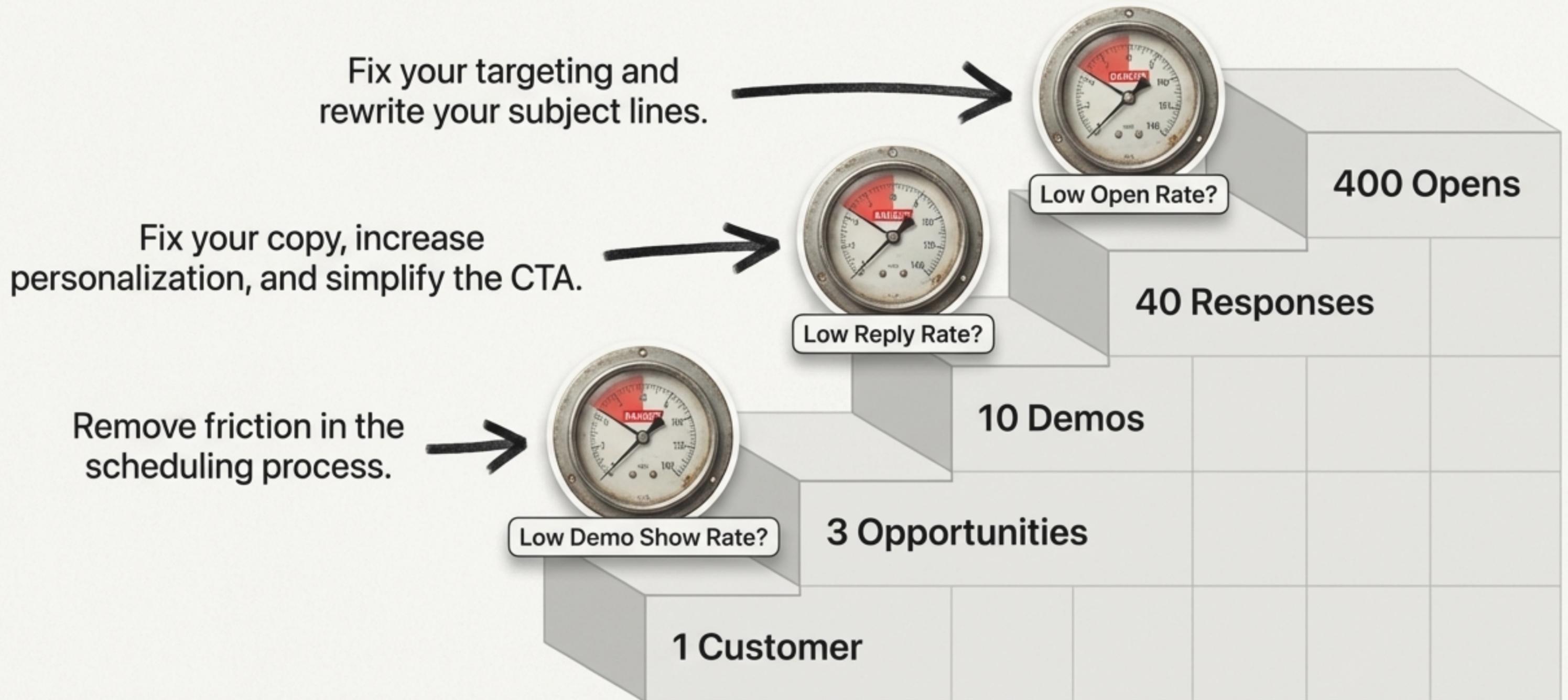
If you automate right out of the gate, you are only automating your failures.



Block off two hours every single day. The founder must send these manually until the conversion math is proven.

Track, measure, and optimize before you attempt to scale.

Conversion rates will always decrease as you scale. Fix the leaks while you are small.



Your lack of scale is your biggest advantage.

An automated enterprise platform **cannot** care about the recipient. You can. Give personalized attention to make every recipient feel special. Be human, be persistent, and do the work.

Assignment:
Block off 2 hours tomorrow morning. Send 20 manual, highly-researched emails.