

The 1% Cold Email Framework

What separates campaigns getting **20-30% reply rates** from those getting ignored.

STRONG OFFER

01

THE FOUNDATION

Know your ICP

Inside and out — not just demographics, the struggles, desired outcomes, language.

Speak to pain

Speak directly to specific pain points, not generic problems.

Make it desirable

Make it something that keeps them up at night.

Test angles

Test different angles until you find what sticks.

QUICK ICP BUILDER

Who

Title, company size, industry.

Struggles with

Specific operational pain.

Desires

Concrete outcome they want.

Language

How they describe their problems.

HYPERENRICHED DATA

02

Go beyond name + email. Collect:

- LinkedIn headline & profile
- Department & industry
- Company size & connections
- Job postings (growth signals)
- Technologies used
- Recent company news
- Funding announcements
- Website case studies
- Mission statements

Why it matters:

Personalization at scale requires data at scale.

AI PERSONALIZED LINES

03

Make them think you researched them.

Instead of:

"Hey John, hope all is well at [Company]" → Make every email feel 1:1

TRY RESEARCHING:

Job postings

"Saw you're hiring 3 AEs..."

Funding news

"Congrats on the \$25M Series B..."

Case studies

"Just read your case study on..."

Tech stack

"Noticed you added [tool]..."

Product launches

"Saw you rolled out 5 new SKUs..."

FUNDAMENTALS

04

Master basics before fancy. The 3 core pillars:

1. ICP

Who exactly are you targeting?

2. Offer

What specific outcome do you deliver?

3. Copy

How do you communicate value?

STOP / START

Stop chasing 100 prospects, angles, frameworks. Start going deep on these three until you trust gut instinct. Depth > Width.

SMALLER LISTS

05

Quality over quantity:

- ✗ Blasting 100,000 contacts
- ✓ Micro-lists of 500-1,000 prospects

BENEFITS

- More specific copy per list
- Better deliverability
- Real feedback loop per segment
- Higher reply rates (20-30% vs. 2-3%)

Mindset shift:

Stop hoping someone bites. Start ensuring the right people respond.

VALUE-DRIVEN EMAILS

06

Build trust before asking for time.

✗ Don't lead with the ask

"Can we hop on a call tomorrow at 2pm?"
"Do you have 15 minutes to chat?"
"Here's how we can help you — when can you talk?"

✓ Lead with value

"Would it help if I sent over a quick example deck?"
"Happy to share what's working right now."
"Can I send you something that helps with [pain]?"

Why it works:

They raise their hand first. You've built trust, then earned the conversation.

FOLLOW-UP PROTOCOL

07

Most replies come from follow-ups.

WINNING STRUCTURE

Email 1

Opener (personalized line + value offer)

Email 2

Short follow-up (3-5 days later)

Email 3

Different angle or additional value (3-5 days later)

Email 4

Breakup / last touch (3-5 days later)

Keep follow-ups:

- Short (2-4 sentences max)
- Reference the original email
- Add new value or angle

PRO TIP

Layer LinkedIn touches between emails for omnipresence.

LONG GAME MINDSET

08

Building pipeline > quick wins

Stop: "I need leads NOW"

Start: "I'm building a compounding pipeline"

WHAT THIS ENABLES

- Quality over rushing
- Top-of-mind presence
- Data collection over time
- Being there when ready to buy

THE TOP 1%:

Don't use tricks. Master fundamentals, use better data, personalize at scale, obsess over deliverability. That's it.

DELIVERABILITY

None of this matters if you land in spam. Deliverability essentials:

09

✓ Multiple domains (not just one)

✓ Multiple emails per domain

✓ Smart sending (30-50 emails per inbox/day max)

✓ Proper technical setup (SPF, DKIM, DMARC)

✓ Email warm-up protocol (30 days minimum)

✓ Clean, validated lists

RED FLAG

Sending 100 emails/hour from one email = spam city

GOAL

Land in primary inbox, every time.