

Master Email Outbound Framework

This framework helps you decide:

- whether email is the right channel
- what the email is trying to achieve
- when to stop and switch approach

What Email Is Best Used For

Email works best when you want to:

- test relevance quietly
- create context before a conversation
- give someone space to think
- re-open a stalled interaction

Email is especially useful when:

- phone feels intrusive
- LinkedIn is saturated
- timing is uncertain
- the message needs reflection

What Email Is Not Good At

Email is not good for:

- complex discovery
- persuasion
- explaining nuance
- “handling” objections

If the message needs a back-and-forth conversation, email is the wrong tool - pick up the phone.

Start With the Situation

Every outbound email fits into one of these scenarios:

- Warm / Semi-Warm - Prior interaction, referral, or LinkedIn connection
- Cold but Relevant - Strong ICP and use-case fit, no relationship yet
- Re-Engaging - Previous contact stalled or deprioritised

The Email (Thinking, Not Structure)

A good outbound email answers four silent questions:

- Why are you contacting me?
- Why is this relevant to me?
- Why now?
- What are you asking for - really?

If any of these are unclear, the email is likely to not yield success, or even a response.

What Success Looks Like

A successful email results in:

- a reply
- a clear “not a priority”
- or clarity to move on to other opportunities