

Sales Email Frameworks That Don't Sound Like Templates

6 frameworks. Pick the right one for the situation. Write 2-3 sentences around a content asset.

Templates became anti-patterns. Prospects have seen "Hi {FirstName}, I noticed {Company} is..." enough times to auto-delete. **The fix: pick the right content asset first, then write 2-3 sentences around it.** The asset does the selling. The email just opens the door.

The Content-First Email

COLD OUTBOUND

When: first touch with a prospect who doesn't know you

1. **Pick the right asset** for their situation (case study, guide, checklist)
2. **One sentence** about why it's relevant to them specifically
3. **Link to the asset.** No pitch. No demo request. Just value.

"We published a breakdown of how [similar company] organized 200+ assets into a system their reps actually use. Thought it might be relevant given [specific observation]. Here's the link."

The Trigger Email

EVENT-BASED

When: something happened (new hire, funding, merger, job post)

1. **Reference the trigger** (be specific: "Saw you're hiring 3 AEs")
2. **Connect it** to a content problem ("scaling the team usually breaks content access")
3. **Offer a relevant asset** that helps with that transition

"Saw you just hired 3 AEs (congrats). When teams scale that fast, onboarding content usually breaks first. We wrote a guide on setting up a content library that survives rapid hiring. Want it?"

The Proof Email

MID-FUNNEL

When: prospect is evaluating, needs social proof

1. **Match their situation** to a customer story (same industry/size/pain)
2. **Lead with the result**, not the customer name
3. **One specific metric** that would matter to them

"A [their industry] company your size cut content search time from 20 min to 30 sec in the first month. Here's the full story if it's useful for building your internal case."

The Competitive Email

COMPETITIVE DEAL

When: they're also evaluating a competitor

1. **Acknowledge** they're comparing ("I know you're also looking at X")
2. **Send your comparison page.** Be honest about where the competitor wins too.
3. **No trash talk.** Respect builds trust. "Here's where we differ" beats "here's why they're bad."

"I know you're also evaluating [competitor]. Here's our honest comparison: where they win, where we win, and what matters most depending on your team size. Figured transparency saves everyone time."

The Re-Engage Email

FOLLOW-UP

When: prospect went dark after initial interest

1. **Don't ask "just checking in."** Bring something new.
2. **Share a new asset** that's relevant (fresh content, updated guide, new case study)
3. **Give an easy out.** "If timing isn't right, no worries" reduces pressure.

"We just published a new case study from a company similar to yours. Figured it might be useful regardless of timing. And if now isn't the right moment, totally understand."

The Expansion Email

POST-SALE

When: existing customer, selling to a new team/department

1. **Lead with their success data** ("Your team's content usage is up 3x")
2. **Connect to the new team's pain.** "Marketing sees the same content findability problem."
3. **Ask for the intro**, not the decision. Your champion makes it easy.

"Your sales team's content sharing is up 3x since launch. Would it be worth introducing me to your marketing lead? They usually have the same 'can't find anything' problem."

The 5 Rules (Break Any Template)

Content first, pitch second.

Pick the asset, then write 2-3 sentences. The asset does the selling.

Track what gets opened.

If they opened the case study but not the demo link, send more proof, not more pitch.

Specific beats personalized.

"Saw you're hiring 3 AEs" is specific. "I noticed [Company] is growing" is a template.

Easy outs build trust.

"If timing isn't right, no worries" gets more replies than "Can we schedule 15 minutes?"

One link per email.

Multiple links feel like a brochure. One feels like a recommendation.

Never "just checking in."

Every follow-up needs new value: a new asset, a new insight, a new customer story.