

+ ONE TWO  
**PUNCH** ○

**GOLD EMAIL  
FRAMEWORK** +



 wavo

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At Wavo.co we encourage our users not to use cold email templates. These templates are copied, shared and overused. Resulting in the email content itself being flagged as spam. The solution we've developed and recommend, is a series of Frameworks.

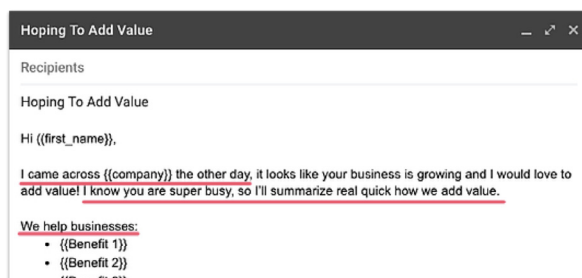
One of the frameworks developed at Wavo.co (and the one we'll cover in this guide) is the One Two Punch. This framework builds a sequence as long as required, with sets of two emails that work together.

## Why you should not use cold email templates

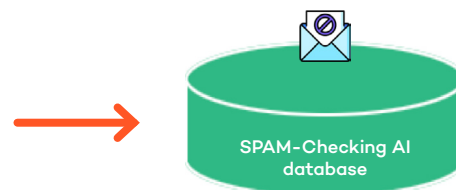
Before we get into the framework, let's explain why cold email templates are a bad idea.



- Mail servers create a hash to identify email content based on common elements.
- If that content is flagged as spam enough times, it stops being delivered.
- Due to the interruptive nature of cold email, inevitably some percentage of it will be flagged as as spam.



Your Email Hash:  
22ba039c77c8aeebbe9df63f76050ace



The phrase “Cold Email Template” is searched 2200 times a month in the U.S.

If you consider this search volume, and the volume of email sent by each cold emailer every month, these templates that you find online (or bundled in cold email tools) have long since been beaten to death.

Many cold emailers still wonder why they can't get cold email to work for them. Or why their campaign performance has suddenly dropped to zero.

## Our Solution = Frameworks

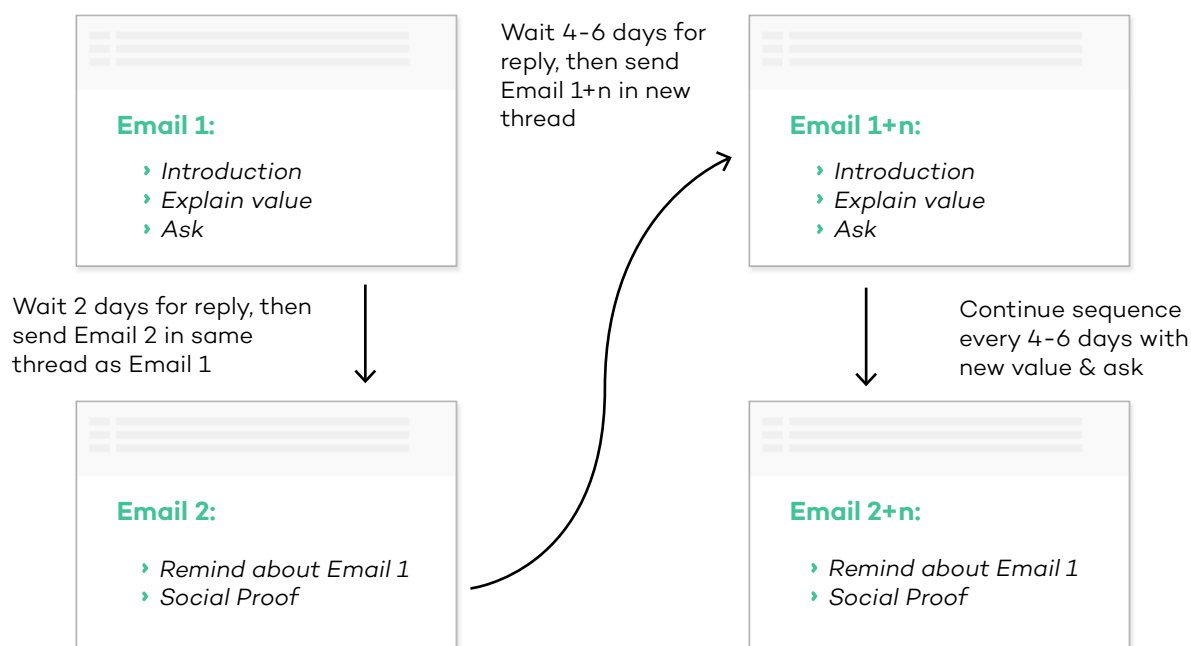
# The One Two Punch Framework

This is a framework we call the 1-2 punch. It's short, sweet, simple and it works!

You can create a sequence as long as you wish, with sets of 2 emails that work together.

An initial email containing the value proposition and ask, with a follow up email to nudge the prospect along and establish credibility.

Then, after giving your prospect some breathing room, you reach out again, varying the next set of 2 emails slightly.



## Email 1 should be no more than 3 sentences.

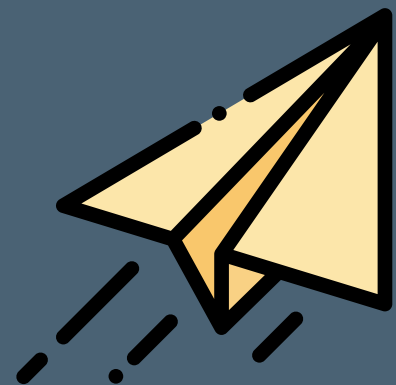
- Who you are
- Why you're reaching out, what's in it for THEM (this is the most important part)
- What do they need to do to engage

Emails longer than this are hard for the prospect to read & contain too much content that can be used to create an identifiable email hash. Remember you don't need to make the sale in the email. Just generate interest.

## Email 2 should look like you hit reply to Email 1:

- Sent to remind the prospect of your first email. Can be friendly "just bumping this to the top of your inbox" or assertive "if you're not interested, please let me know"
- It's helpful to include a reference to some of their competitors or other industry players you're working with "we're having great success with customer A, B and C. Thought you'd like to hear about what we're doing."

Follow the same format for Email 1+n, then Email 2+n and so on with slightly different value propositions and asks with each series. We recommend to wait 4-7 days between each series unless a prospect responds. The busier and more senior the person you're reaching out to, the longer you should wait.



## What do I do next?

The ROI of reading this guide and then forgetting about it is ZERO. Go ahead and give this framework a try. You'll be very happy with the results.

To help people automate outbound email and follow up, we developed Wavo.

Wavo maintains the highest deliverability standard in the industry. Allowing users to automate and scale cold email while maximizing their returns from it.

We started off as a cold email agency and built Wavo to meet our own need for a more robust cold email tool. Now we're helping salespeople, recruiters, link builders and lead generation agencies around the world maximize their ROI from cold email.

If you need to get your cold email activity back on track or scale it up, give Wavo a try. We're here to help.

**Wavo is free for teams with unlimited users and unlimited emails sent. We only charge \$29/Month per email account used to send cold email.**

**GET 40% OFF YOUR FIRST MONTH** 