

THE FREELANCER KIT

Cold Outreach Scripts Pack

15 outreach scripts that get replies — 6 email, 5 LinkedIn, 4 WhatsApp. Written for freelancers and small businesses, not spammers.

15 OUTREACH SCRIPTS

2026 Edition · For the buyer's personal use

What's inside

Script 1 — Email: The Specific Compliment Pitch	3
Script 2 — Email: The Problem-First Pitch	3
Script 3 — Email: The Referral-Name Pitch	4
Script 4 — Email: Follow-Up #1 (3 days later)	4
Script 5 — Email: Follow-Up #2, The Breakup (7–10 days later)	5
Script 6 — Email: The Freelancer-to-Agency Pitch	5
Script 7 — LinkedIn: Connection Request Note	6
Script 8 — LinkedIn: The Post-Connect Pitch	6
Script 9 — LinkedIn: InMail to a Decision-Maker	7
Script 10 — LinkedIn: Comment-to-Conversation Opener	8
Script 11 — LinkedIn: Voice-Note Script (60 seconds)	8
Script 12 — WhatsApp: Warm Introduction	9
Script 13 — WhatsApp: The Short Pitch	9
Script 14 — WhatsApp: Follow-Up (3–4 days later)	9
Script 15 — WhatsApp: Reactivating a Past Client	10

Cold outreach fails for one reason: messages written for the sender, not the reader. Every script in this pack follows the opposite rule — specific observation first, one clear outcome, one tiny ask. Rules that protect your accounts and reputation: personalise the first line every time (a script sent unchanged to 100 people is spam), never buy contact lists, follow up twice maximum by email and once on WhatsApp, and stop instantly when someone says no.

Script 1 — Email: The Specific Compliment Pitch

Your main cold email for service businesses. Works when the compliment is genuinely specific.

EMAIL – subject: [Name of their business] + [your service]?

Hi [First Name],

I found [Business Name] while looking at [their Google reviews / Instagram / website]. Your [specific thing – e.g. "customers keep praising your quick service in reviews"] is exactly the reputation that deserves more customers.

I help [business type] get [specific outcome – e.g. "10–15 extra enquiries a month from Instagram"]. For [similar business], that meant [result shape – e.g. "their page went from silent to fully booked weekends"].

Open to a 10-minute call this week? I'll show you the exact first step I'd take for [Business Name] – free, and useful whether we work together or not.

[Your Name]

[phone] · [one link: portfolio]

Why this works: Specific proof you looked, one outcome, one tiny ask. The 'useful either way' line is what separates this from the 50 pitches in their spam folder.

Script 2 — Email: The Problem-First Pitch

When you can see a real, visible problem on their website or page (slow site, no online booking, dead social page).

EMAIL – subject: Quick fix for [the visible problem]?

Hi [First Name],

I noticed [the exact problem – e.g. "your website takes 9 seconds to load on

mobile, and your booking button doesn't work on my phone"]. For a [business type], that's usually quiet money walking away – most visitors won't wait.

Fixing that is what I do. Typical result for my clients: [outcome – e.g. "a working booking flow and a page that loads in under 2 seconds"].

Want me to send you a free 3-point list of what I'd fix first on your site?
No pitch attached – just the list.

[Your Name]

Why this works: Offering the diagnosis free proves competence before asking for money. Businesses ignore sellers and answer problem-solvers.

Script 3 — Email: The Referral-Name Pitch

When a mutual contact, past client or shared group connects you — the warmest cold email there is.

EMAIL – subject: [Mutual Name] suggested I write to you

Hi [First Name],

[Mutual Name] mentioned you were looking at [the problem / goal] and suggested I reach out. I did [the relevant work] for [Mutual Name's business / a similar business], which led to [result].

I'd be glad to look at your situation and tell you honestly whether I can produce the same. If yes, I'll send a fixed quote in writing. If not, I'll point you to who can.

15 minutes on [day] or [day]?

[Your Name]

Why this works: The borrowed trust of a name they respect does in line one what a full portfolio can't. Notice it also promises an honest 'no' — that promise gets meetings.

Script 4 — Email: Follow-Up #1 (3 days later)

Send 3 working days after Script 1–3 with no reply. Short beats clever.

EMAIL – subject: Re: [original subject]

Hi [First Name],

Floating this back up in case it got buried. Short version: I help [business type] get [outcome], and I'd like to show you the first step I'd take for [Business Name] – a 10-minute call, no obligation.

Worth it? A simple "yes" and I'll send times.

[Your Name]

Why this works: 70% of cold replies come from follow-ups, not first emails. This one restates the offer in two lines — replying costs the reader five seconds.

Script 5 — Email: Follow-Up #2, The Breakup (7–10 days later)

The final email in the sequence. Polite, final, and famously the most-replied email in outreach.

EMAIL – subject: Should I close your file, [First Name]?

Hi [First Name],

I've written twice about [the outcome/service] and haven't heard back – I'll assume the timing isn't right and close your file after this email.

If I'm wrong, just reply "keep it open" and I'll send the details again.

Either way, thanks for your time – and if [the problem] ever becomes urgent, you know where I am.

[Your Name]

Why this works: A clear ending triggers loss-aversion: people who were 'meaning to reply' suddenly do. And the ones who don't were never going to — your list stays clean.

Script 6 — Email: The Freelancer-to-Agency Pitch

Pitch your services as white-label / overflow help to agencies that already have clients.

EMAIL – subject: Overflow [your skill] help for [Agency Name]?

Hi [First Name],

I see [Agency Name] is growing – congratulations on [recent client/project, if visible]. Growth usually creates one problem: overflow weeks where client work piles up and the team is stretched.

I'm a freelance [your skill] who works white-label for [number] agencies: your clients never see me, my rates are [rate], and I can usually start within 48 hours. Recent work: [one line + result].

Happy to start with one small paid test task so you can judge the quality with zero risk. Worth a short call?

[Your Name]
[portfolio link]

Why this works: Agencies don't need clients — they need reliable capacity at deadline time. The small paid test removes their one fear: unknown quality.

Script 7 — LinkedIn: Connection Request Note

Send with the connection request. Under 300 characters — LinkedIn's limit — and zero selling.

LINKEDIN CONNECTION NOTE (max 300 characters)

Hi [First Name] – I work with [business type] here in [city/industry] on [your outcome]. Saw your post/profile on [specific thing] and wanted to connect with more people doing this well. – [Your Name]

Why this works: Connection notes that pitch get ignored; notes that position you and compliment specifically get accepted. Acceptance first — the pitch comes later, in Script 8.

Script 8 — LinkedIn: The Post-Connect Pitch

Send 1–2 days AFTER they accept. Thank, one value line, one soft question.

LINKEDIN MESSAGE

Thanks for connecting, [First Name].

Quick context on my work: I help [business type] with [outcome – e.g. "turning their LinkedIn presence into actual enquiries"]. Most of my clients found their page was busy but not producing conversations – fixing that is the whole game.

Curious: is [the outcome] something you're actively working on this quarter, or is it parked for now?

Either answer is fine – happy to share what's working for others if useful.

Why this works: The either/or question ('working on it, or parked?') is easy to answer honestly — and both answers start a real conversation instead of a pitch wall.

Script 9 — LinkedIn: InMail to a Decision-Maker

For InMail / premium messages to owners and managers you can't connect with first.

LINKEDIN INMAIL – subject: [First Name], a thought on [Company]'s [area]

Hi [First Name],

[Company] caught my eye because [specific, verifiable observation – growth, a launch, a hire, a post they wrote]. Companies at your stage usually hit the same wall with [the problem you solve]: [one line describing it].

I solve exactly that for [type of company]. Two recent results:

- [Result 1 with a number]
- [Result 2 with a number]

If it's relevant, I'm open to a 15-minute call on [day]. If not, no follow-up spam from me – promise.

[Your Name]

Why this works: InMail costs credits, so it must respect senior readers: observation, problem, proof, exit. The 'no follow-up spam' promise is rare enough to be believed.

Script 10 — LinkedIn: Comment-to-Conversation Opener

After 3–5 genuine comments on their posts over 1–2 weeks. The warmest LinkedIn opener that exists.

LINKEDIN MESSAGE

Hi [First Name] – I've been following your posts on [topic] for a couple of weeks (your point about [specific idea from their post] genuinely changed how I think about [detail]).

It connects to my work: I help [business type] with [outcome], and your approach to [topic] is what I wish more of my clients understood.

No pitch – just wanted to say it properly instead of another "great post!" comment. If [the outcome area] ever lands on your plate, I'd enjoy comparing notes.

Why this works: Weeks of visible, thoughtful comments make you a familiar name before the message arrives. 'Comparing notes' invites equals; pitches invite deletion.

Script 11 — LinkedIn: Voice-Note Script (60 seconds)

Record this as a LinkedIn voice message after connecting. Voice beats text for warmth — read it naturally, don't memorise.

LINKEDIN VOICE NOTE – spoken script (~60 seconds)

[0–10s] "Hi [First Name], [Your Name] here – thanks for connecting."

[10–30s] "I work with [business type] on [outcome]. Your recent post about [topic] matched what I'm seeing with my own clients, especially [the specific point]."

[30–50s] "If [the outcome] is on your list this quarter, I'd love to swap notes on what's working – I can share two approaches that got [result] for a client like you."

[50–60s] "No pressure either way. Have a great week."

Why this works: A real voice is nearly impossible to fake at scale, so it reads as effort and confidence. Sixty seconds is the ceiling — longer voice notes don't get played.

Script 12 — WhatsApp: Warm Introduction

For numbers received via referral, a group, or their public business listing. Identity first — unknown numbers get blocked.

WHATSAPP MESSAGE 1 (intro)

Assalam-o-Alaikum [Name] sahib, my name is [Your Name]. [Referrer] gave me your number / I found your business number on [source].

I help [business type] with [outcome — one line]. May I send you one short message about how? If it's not useful, I won't message again.

Why this works: Asking permission in message 1 is the entire trick: it respects the person, survives WhatsApp's spam rules, and a 'yes' makes message 2 a welcome guest.

Script 13 — WhatsApp: The Short Pitch

Send after their 'yes' (or where you already have a business relationship).

WHATSAPP MESSAGE 2 (pitch)

Thank you. In short:

I help [business type] get [outcome]. Last month for [similar business]: [one-line result].

For [their business name], the first step I'd suggest is [specific first step]. Price for that step: [amount], fixed, in writing before I start.

If you'd like, I'll send 2 examples of my work here. Just say "send".

Why this works: One result, one first step, one fixed price. WhatsApp pitches fail by trying to sell the whole service — sell the first step only.

Script 14 — WhatsApp: Follow-Up (3–4 days later)

One gentle nudge with something new in it — never just 'any update?'.

WHATSAPP FOLLOW-UP

Hi [Name], quick follow-up on my message about [outcome].

Since then, [small new proof – e.g. "I finished a project for (similar business) and they got (result)"] – reminded me of your [specific detail].

I have [number] slots this month. Shall I hold one for [their business] until [day], or leave it for now?

Why this works: New proof gives them a new reason to reply, and the hold-a-slot question asks for a decision, not a favour. One nudge only — a second one damages you.

Script 15 — WhatsApp: Reactivating a Past Client

For clients from 3–12 months ago. Past clients are the cheapest sales you will ever make.

WHATSAPP REACTIVATION MESSAGE

Assalam-o-Alaikum [Name] sahib, [Your Name] here – I did your [project] back in [month].

I hope business is well. I'm opening bookings for [month] and past clients get first call. If you need [related service / the next logical step from their project], I can do it for you at [amount] – same quality, and you already know how I work.

Want me to book you in, or shall I check back next season?

Why this works: It names the shared history in line one ('I did your project') — that single sentence carries more trust than any portfolio. The two-choice close makes answering effortless.

More from The Freelancer Kit

Done-for-you templates and tools — made to be faster than doing it yourself and more reliable than starting from a blank page:

- Freelancer Proposal Template Pack
- Freelancer Contract Template Pack
- Freelancer Invoice Template Pack
- Complete Freelancer Bundle (all three template packs)
- Excel Auto-Cleaner (Python tool)
- Bulk File Organizer (Python tool)
- PDF Toolkit (Python tool)
- Image Compressor (Python tool)
- Freelancer Proposal & CRM Sidekick (Chrome extension)
- Freelancer Sidekick Pro
- Resume & CV Template Pack
- Cover Letter Template Pack
- Business Email Templates Pack
- Client Onboarding Pack
- Social Media Content Calendar Pack

Find them all at The Freelancer Kit store. Thank you for your purchase — every pack you own is yours to reuse forever.