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CHEAT SHEET

B2B COLD EMAIL

The framework *after 1.82M emails*

What separates **emails** that start conversations from the ones that get ignored.

— 9 DECISIONS • BEFORE THE FIRST SEND



O1

STRATEGIC CLARITY

Before you write, decide **who you're targeting**, what pain you solve, what makes it compelling, and test angles until you find the one that clicks.

THE BASE

Know the ICP

Not just demographics. The pain and the outcome they want too.

Speak to the pain

Aim at the specific problem, not the generic one.

Make it compelling

Something that keeps them up at night, not a "nice to have".

Test angles

Iterate until you find the one that clicks.

QUICK ICP · 4 VARIABLES

Who

Role, company size, sector.

Pain

What operational problem you solve.

Outcome

What concrete result you deliver.

Language

How they describe the problem themselves.



O2

ENRICHED DATA

Without data on the recipient, the message reads generic.
Relevance is built from signals you gather, not from templates.

- LinkedIn headline and profile

- Department and industry

- Company size and connections

- Job openings · growth signals

- Tech stack

- Recent news

- Funding announcements

- Published case studies

- Mission and vision



O3

RELEVANCE

Personalizing with **{{first_name}}** and a detail pulled from their LinkedIn won't save a message that doesn't address a real problem.

✗ PERSONALIZATION THAT GIVES YOU AWAY

"Congrats on X years at [company]"

"Saw your post yesterday about..."

"I see you're crushing it in [sector]"

"Noticed you recently changed roles"

✓ RELEVANCE THAT CONNECTS

The segment's specific pain

The segment's own language

Anchored operational evidence

Friction seen across clients

WHY IT MATTERS

New Copy on top of a generic Message **won't move the reply rate**. A sharper Message will.



O4

FUNDAMENTALS

Three pillars cover **90% of the result**. Going deeper on them is worth more than adding tactics.

1

ICP

Exactly who you're targeting.

2

Offer

What concrete result you deliver.

3

Message

How you communicate the value.

RULE

Depth > breadth. Nail the three before adding any tactic.



O5

SMALL LISTS

Quality over quantity. Hyper-qualified micro-lists beat large generic ones.

✗ A list of 10,000 generic contacts.

✓ Micro-lists of 100 to 500 precisely segmented contacts.

WHAT YOU GAIN

- More specific copy per segment
- Better deliverability
- A real feedback loop per segment
- Better reply rate and conversion



06

VALUE-FIRST EMAIL

Don't lead with the ask. **Lead with value.**

✗ LEADING WITH THE ASK

"Got 15 minutes for a call on Thursday?"

"Can we set up a virtual coffee?"

"Let me tell you how we can help."

✓ LEADING WITH VALUE

"Would a concrete example of how to [outcome] help?"

"Happy to share what's working."

"Want me to send something useful for [problem]?"

WHY IT WORKS

The conversation is **earned, not requested.**



07

FOLLOW-UP

The follow-up isn't repeating the cold email. It's **adding something different, on purpose**. Four types we rotate by client, sector, and stage.

01 **Reminder** A simple check-in, no new value. Stays present without overdoing it.

02 **Value** A success story, relevant data. Give before you ask.

03 **New angle** A different take on the value prop. See if it lands better.

04 **Close** "If it's still on your radar, let me know." Closes without burning the lead.

CADENCE

3 days to the first follow-up. **5 days** between the rest. 2-3 follow-ups per sequence.

PRO TIP

Mix in LinkedIn touches between emails to build omnipresence.



O8

LONG TERM

Building pipeline > winning leads today. You plant now; you harvest **when the buyer is ready**.

✗ "I need leads now."

✓ "I'm building a pipeline that compounds."

WHAT IT ENABLES

- Quality over speed
- Top-of-mind presence
- Data that compounds
- Being ready when the buyer is

COMPOUNDING PIPELINE

No shortcuts. Design a system on a **solid base**: good segmentation, a relevant message, and strong deliverability.



09

DELIVERABILITY

None of the above matters **if you land in spam**.
Deliverability is the precondition.

- ✓ Multiple domains, not just your main one
- ✓ Several mailboxes per domain
- ✓ 15-20 emails a day per mailbox as the ceiling
- ✓ Technical setup: SPF, DKIM, DMARC aligned
- ✓ A 14-day warm-up minimum before sending
- ✓ Validated lists

RED FLAG

100 emails a day from a single mailbox.
Spam, guaranteed.

GOAL

Primary inbox, every time. Nothing else
matters if you land in spam.



BONUS · LINKEDIN CONTENT

When a decision-maker gets a cold email, the first thing they do is **look up the sender on LinkedIn**. What they find there makes the difference.

✗ EMPTY PROFILE

Just another stranger

No visible point of view

Zero professional context

An instant filter for the recipient

✓ ACTIVE PROFILE

A recognizable professional

A point of view on the space

Visible cases and proof

In conversation with their market

WHAT AN ACTIVE PROFILE LOOKS LIKE

- A professionally optimized profile: photo, banner, headline
- Frequent posts with relevance and value about the space
- Presence in the industry's conversations

GTM SYSTEM

Coordinating cold email with an **active LinkedIn presence** is what makes a system that lasts.



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CHEAT SHEET

THE FULL SYSTEM

9 decisions. *1 system.*

Got a question? **Drop it in the comments.**