

Cold Emails to Local Businesses That Get Replies

The prompts

I want to send a short, specific cold email to a local business, not a generic template. Research the business below and pull out three or four concrete details I can reference, so the email reads like I actually looked at their site, not like I pulled their name off a list.

Business name: [NAME]

Website: [URL]

Their industry: [e.g. cafe, physio clinic, landscaping, accounting firm]

From the site, tell me:

1. One specific service or product they highlight that isn't generic to their industry (not "we offer great service", something they actually named)
2. The suburb or area they operate in, and anything specific about that location they mention
3. Anything on the site that signals what they might be short on time for or struggling with right now (a "currently booking out" notice, an outdated page, a manual looking booking process, a review they haven't responded to)
4. One detail a competitor in the same industry, in a different suburb, would not be able to claim

Do not invent any of these if the site doesn't actually contain them. If you can't find a genuine detail in one of the four categories, say so rather than guessing one that sounds plausible.

Using the specific details below, draft a three email cold outreach sequence to this local business, in my own voice: direct, short, no hype, no exclamation marks, no salesy buzzwords, no big promises I can't back up.

Business name: [NAME]

Specific details to reference: [PASTE THE 3-4 DETAILS FROM THE RESEARCH PROMPT ABOVE]

What I'm offering them: [ONE SENTENCE, PLAIN, WHAT YOU ACTUALLY DO]

My name and business: [YOUR NAME / BUSINESS]

Write:

EMAIL 1 (opener, under 90 words): opens with the specific detail, states what I'm offering in one sentence, ends with a low effort question that's easy to answer, not a hard pitch for a meeting.

EMAIL 2 (follow up, sent 3 to 4 days later if no reply, under 60 words): assumes they're busy, adds one new specific point or a short proof point, restates the easy question in different words.

EMAIL 3 (close, sent 3 to 4 days after that, under 40 words): short, honest that this is the last check in, leaves the door open without pressure.

Each email needs a one line, working way to stop hearing from me, and my real name in the sign off. No email should reference the same business detail twice, each one earns its own reason to open.

File: local-outreach-sequence-prompt.txt The two prompts above. Run the research prompt on each business individually before you send anything, it only works one business at a time, that's the entire point. Feed its output straight into the sequence prompt to get your three emails.

Checklist: Local Outreach Send Checklist (one page)

Business name: _____ Website checked: _____ Date: _____

Before sending:

- ☐ Email address pulled directly from the business's own site, not guessed or scraped
- ☐ At least one specific, real detail about this business referenced in email 1
- ☐ No claim in the email that isn't true or that I can't back up if asked
- ☐ Sender name and business clearly identified, not a generic "team" signature
- ☐ A one line way to opt out included in every email

Sending pace:

- ☐ Sent during business hours, not overnight
- ☐ Daily volume kept small (single digits, not dozens) from this sending account
- ☐ Follow up scheduled 3 to 4 days after email 1 if no reply
- ☐ Close scheduled 3 to 4 days after email 2 if still no reply
- ☐ Sequence set to stop immediately on any reply

After sending:

- ☐ Replies checked and actioned within one business day
- ☐ Any opt out honoured immediately, no exceptions
- ☐ Bounce and complaint rate checked before the next batch goes out