

EMAIL TEMPLATES FOR STARTUP FOUNDERS


ARTIN NAZARIAN

Setting up a Call

Subject: (Insert referral's name) suggested we get in touch -- (Insert your company/institution's name and your designation e.g. Intel computers Marketing Head or Jawaharlal Nehru University Student)

Hi (Insert addressee's Name),

(Insert referral's name) suggested I reach out to you. My name is (Insert your name) and I am a/an/the (Insert your designation) at/of (Insert your company's /institution's name). **(Quickly introduce the referral and your affiliation.)**

I have been following your company's work on (Mention the service they provide e.g. Clean-tech solutions). At (Insert your company's name), we have also begun working on similar lines and I think we could benefit from a collaboration **(For the purposes of this email the pitch is irrelevant. The point of this email is to set up a phone call which is outlined in the next section.)** I would like to discuss this further with you over the phone. Would you have time for a 10 minute phone call on any of the following days? **(Always propose a phone call of a short duration. Chances are that they are more likely to agree.)**

- Date/ Month/ Day/ Time
- Date/ Month/ Day/ Time
- Date/ Month/ Day/ Time **(Remember to display the date/time according to the time zone that they are in.)**

If neither of these timings work for you, let me know. I can find a way to work around your schedule. I can call your office line. Or if you would prefer, my number is (Insert your phone number with country code). **(Give the person the option of connecting with you. Sometimes people might prefer to call you as soon as they receive the email.)**

Thanks,

(Insert your name)


ARTIN NAZARIAN

Setting up an In Person Meeting

Subject: (Insert your institution/company's name) would like to meet- Coffee?

Hi (Insert addressee's name),

My name is (Insert your name) and I am a/the (Insert your designation) at/of (Insert your company/institution's name). (Insert referral's name) suggested I get in touch with you regarding (Insert purpose for meeting e.g. I've been working on a software solution to manage internal communications at Company.com that your company might find interesting) **(Use specifics and references wherever possible)**

I am going to be in (Insert meeting place) from the (Insert dates of availability) and I was wondering if we could discuss this over coffee?

How does (Insert day and date) at (Insert time) work for you? If this doesn't work, let me know. I can find a way to work around your schedule. I look forward to meeting you.

Thanks,

(Insert your name)

(Insert your phone number :)


ARTIN NAZARIAN

Introducing Two People

Subject: Introductions

Hi,

(Insert addressee 1's name) - Please meet (Insert addressee 2's name) - the (Insert designation of addressee 2 e.g. CEO) at/of (Insert addressee 2's company's name e.g. Jabberwocky.com).

(Include a brief description of Addressee 2 and the reason for reaching out.)

I believe you've worked on it quite a bit at (Insert addressee 1's company name). I was hoping you could help/ advice/ consult (Insert addressee 2's name) with the same.

(Insert addressee 2's name) - **(Introduce addressee 1 briefly and your affiliation.)**

See if the two of you can email or set up a phone call/skype chat/ meeting to see if you can help each other out.

Regards,

(Insert your name)


ARTIN NAZARIAN

Introducing Two People #2

Subject: (Insert requester's name) < == > (Insert recipient's name)

Hey (Insert recipient's name),

I wanted to introduce you to (Insert name of requester/ person wanting introduction). (Insert requester's name) works on/at (Insert project/ startup's name) which (Provide a short description of what the startup is all about). They have been doing some spectacular work in the (Include relevant work sector e.g. social media marketing sector). **(Substantiate with proof e.g. They have been hired by big names in the industry like X, Y, Z and have just managed to secure a \$10 million Series A funding)**

We met at (Provide brief description of your affiliation with the requester) and we were chatting about (Insert recipient's area of expertise). (Insert requester's name) asked me if I knew anyone in (Insert recipient's skill) as he wanted to (Mention relevant reason) and you were the first one that came to mind! I hope you can spare a few minutes to talk/ skype/ grab a coffee with (Insert name of the requester) sometime next week.

(Insert name of requester), meet (Enter recipient's name). **(Briefly mention the recipient's work and your affiliation with him e.g. I've known Jack for several years. He is the Marketing Head at Company.com and we worked together on one of Company.com's marketing campaigns)**

I trust the two of you to take this forward.

Cheers,

(Insert your name)


ARTIN NAZARIAN

Introducing Two People #3

Subject: Introductions

(Insert Addressee 1's name), (Insert Addressee 2's name) at (Insert Company name) is working on (Insert short project description). I thought maybe you guys would find merit in working with each other on the project.

(Insert Addressee 2's name), (Insert Addressee 1's name) is a (Insert designation) at (Insert company name). (Insert Addressee 1's name) is really good at (Insert skill/expertise). **(The idea is to align the person's skills with what might be needed for the job.)** Thought he might be a good fit for the job and if not maybe you could connect and work together in the future.

Cheers,

(Insert name)



ARTIN NAZARIAN

Breaking the Ice with Peers / Colleagues

Subject: New (Insert designation e.g. Marketing associate or Research Intern) - would love to pick your brain

Hi (Insert addressee's name),

My name is (Insert your name) and I am the new (Insert designation) at (Insert your company's name). I heard that you were doing some interesting work on (Insert relevant field of work) and I would like to know more about it. **(You could mention in detail about what in particular about the work your colleague is doing interests you.)** Are you free for coffee or a quick meeting sometime this week? Let me know.

Thanks,

(Insert your name)



ARTIN NAZARIAN

Elevator Pitch to Investors

Subject: Introducing (Insert potential investor company's name) to (Insert your company's name)

Hi (Insert name of the Person of Contact from the Investor Company),

Thanks for introducing us to (Insert investor company's name). **(This helps to reinforce the social proof of the introducer)** I've attached a short presentation about our company, (Insert name of your company). **(Draw immediate attention of the reader to the attachment).**

Briefly, (Insert a description of what your company/product does). **(Your description must answer the following questions: What is the product? What does it help the customer do? Who is the customer?)** You can find it at (Insert link to the product, screencast or screenshot).

(Give the investor company social proof of your accomplishments so they are sufficiently interested to grant you a meeting. For e.g. We have created over 100,000 user created networks and our page views are growing by 10% per week. We have managed to secure \$100 million funding from ABC.)

(Most investors look for a strong team when they decide to invest in a company. Introduce the team here briefly highlighting any previous accomplishments. For e.g. Before Company.com, I started XYZ.com which was acquired by OPS for \$4 billion in January.)

I've been interested in (Insert potential investor company's name) for a long time. We begin with actively meeting investors next week and we would love to show what we have created here at (Insert your company's name). **(Call to action and subtle scarcity)**

Best,

(Insert your name)

(Insert your email id)

(Insert your phone number)


ARTIN NAZARIAN

Reaching Out to Investors

Hi (Insert Addressee's name),

I've got a startup related question that might be right up your alley.

We at (Insert your company's name) are focused on (Give a short description of what your company does). You can check us out at: (Insert link to company website).

I know that you work on (Insert addressee's area of work) at (Insert name of addressee's company). I was wondering if I could have your opinion on something I have been struggling with at (Insert your company's name). **(Mention the problem you have been facing at work. Make sure you are extremely clear and articulate about the problem you have been facing as it makes it easier for the addressee to understand and provide a solution to the problem.)**

(*Optional: Have you faced anything similar at (Insert name of your addressee's company))

I'd love to know your thoughts on this.

Thank you for reading this. You must be swamped with work. I really appreciate the time you're taking out to help me with this.

Regards,

(Insert your name)

(Insert designation)

(Insert name of your company)


ARTIN NAZARIAN

Keeping Startup Advisors Updated

Subject: Quarterly Update for (Insert your company's name)

Here's the latest news on (Insert your company's name)

Changes in the past two weeks:

-(Mention the most recent developments in the company in bullet points.)

-
-

Lessons Learned:

- (Mention the key takeaways and learnings in bullet points.)

-
-

Upcoming changes:

- (Mention expected changes and developments in bullet points)

-
-

Hypotheses:

- (Mention in brief the effects you expect the changes to have on your company in the upcoming months)

-
-

Goal for the next quarter:

- (Outline in bullet points goals (sales targets and customer acquisition metrics) for the next quarter)

-
-

Summary:

Let me know if you have any questions. I'd be happy to answer.


ARTIN NAZARIAN

Initial Connection to Investors

Subject: Here's the information you requested about (Insert product name)

Hi (Insert addressee's name),

Here's the info I promised you about (Insert company's name)

1. A short PDF that gives you information about (Insert product name) **(The PDF should be short and give a basic description of you, your product and the problem it helps solve.)**
2. Also, if you'd like to check out the product, here's a link to our demo video: (Insert link to demo video) **(Make the demo link as simple as possible and one that does not require a log-in ID. It should be a simple link that allows them to have the "in app" experience.)**

Once you've checked out the PDF and the video, I'd love to talk to you over the phone and tell you more about us.

Please let me know what timings work for you and I'll schedule it in.

Thanks in advance,

(Insert your name)

(Insert link to your product with a tag line)


ARTIN NAZARIAN

Disclosing Deal Terms and Details to Investors

Subject: Details about (Insert product name)'s fundraising round

Hi (Insert addressee's name),

This email contains all the details you need about (Insert product name)'s seed round which is set to close in (Insert month name).

This email contains the following:

1. The latest version of our Pitch Deck.
2. The term sheet and actual note for your review. The basic terms are (key summary of the important terms).
3. So far, we have the following people (committed or in the pipeline) in the deal already **(Add a list of names that people recognize - social proof)**

Please call me on (Insert phone number) when you have made up your mind. Remember that we close this round in (Insert month name).

Thanks,

(Insert name)


ARTIN NAZARIAN

Dispatching Wire Transfer Details to Investors

Subject: Wire Transfer Details for (Insert product name) Investment

Dear (Insert addressee name),

Attached is a document containing the wire transfer details and instructions. (**Attach document containing wire transfer details**) The funds will be released into (Insert your company's name)'s account once all the documents are duly filled in.

Please feel free to call me regarding any questions or doubts. My number is (Insert your phone number).

Thanks,

(Insert your name)


ARTIN NAZARIAN

First Sales Contact Email

Subject: (Insert addressee company's name) + (Insert your company's name)

Hi (Insert addressee's name),

We're an upcoming startup company providing the following services- (Insert the list of services provided). (Insert your company's name) has just **(Add social proof of work e.g. We have as our clients some of the biggest names in the _____ industry- ABC, XYZ and our twitter following just hit the 10,000 mark in just 3 months.)**

We were wondering if you guys at (Insert addressee company's name) would be interested in hiring (Insert your company's name) to handle your (Insert service provided e.g. marketing, accounts) for you.

Would it make sense to talk further?

Regards,

(Insert your name)

(Insert your phone number)

(Insert link to your company's website)


ARTIN NAZARIAN

Cold Call Sales Email

Subject: Introducing you to (Insert product name)

Dear (Insert addressee's name),

First of all I'd like to congratulate you on (Insert relevant reason e.g. the newspaper article that your company was featured in on Monday's edition of the Times.) You and your team have accomplished a lot and your company has made a big impression on people I have spoken to. Congratulations!

(Insert your company's name) have been doing pretty well too...We have recently launched our new product, (Insert product's name) and we think it could really help your company build on its impressive momentum. Our customers have had an amazing experience using (Insert your product name) and you can check out our customer reviews on (Insert link for customer testimonial review page/any news article that has reviewed your product).

As a product, (Insert product name) offers the following benefits:

- (Insert benefit 1)
- (Insert benefit 2)
- (Insert benefit 3)
- (Insert benefit 4)

We have recently announced (Insert client company's name) as our client and we are currently in talks with several other major companies who have shown interest in our product. We are always excited to talk to people about (Insert product name) and we would love to have a client like you on-board.

I'd like to follow this up with a quick 10 minute phone call. Does (Insert date and time) work for you?

Best,

(Insert your name)


ARTIN NAZARIAN

Keeping in Touch Sales Email

Subject: A news article that might interest you.

Dear (Insert addressee's name),

(Add a conversation starter that hooks your addressee's attention for e.g. Congratulations on being nominated as the 100 best companies to work by Forbes Magazine or I heard you're planning to expand business to Singapore. Good luck with that.)

I recently came across this article on (Insert news article source name) and I thought you might find it interesting considering your company also works in the (Insert relevant sector) sector. **(Talk about what you found interesting in the article and why this should also interest your addressee)**

Hope you find this a riveting read!

Regards,

(Insert your name)


ARTIN NAZARIAN

Asking for Customer Feedback

Subject: Concerning a recent purchase

Dear (Insert customer's name),

This is regarding the recent purchase you made on (Insert purchase date) via (Insert company name). **(Add query/complaint/issue stated by the customer and proposed solution).**

I will ensure that this gets cleared up at the earliest. Please let us know if there's anything else we can do for you.

Regards,

(Insert your name)

(Insert designation and company name)


ARTIN NAZARIAN

Server Downtime Email

Subject: We messed up

Dear (Insert customer's name),

I sincerely apologize for the issues we had with the website yesterday. We didn't have the necessary infrastructure to handle the (Name the specific error).

Whenever something like this happens, we learn more about how we can get (Insert your product name) to get better. Yesterday **(or insert day and date when the error occurred)** was a case in point and we are working hard to ensure that something like this does not happen in the future.

(Insert solution to the problem and how you plan to compensate the customer if necessary for damages incurred.)

My phone number is (Insert phone number). If you have any further questions or problems, feel free to call me whenever. Thank you very much for your time.

Regards,

(Insert your name)

(Insert your designation)


ARTIN NAZARIAN

Addressing Customer Complaints

Subject: Concerning the problems with (Insert your product name)

Dear (Insert customer's name),

I owe you an apology. **(Explain exactly how and why you screwed up briefly)**. I am extremely sorry for the problems you had to face because of this.

Here's how we can fix this:

- 1. (Add resolution to problem #1. Add additional if necessary)**
- 2. (Add compensation to customer if necessary. For e.g. I am taking personal charge of your refund request- your (Insert product name) is on me. An email receipt will be sent from my credit card processing system and it should receive the credit on your card in 2-3 days.)**

Again, I apologize sincerely for the trouble caused. I hope you enjoy the product. If you have any questions or concerns please let me know.

Best,

(Insert your name)

(Insert your designation)


ARTIN NAZARIAN

Customer Feedback Response Email

Subject: Regarding the suggestion you made to (Insert your company name)

Dear (Insert customer's name),

Thank you for writing to us with your valuable suggestions. We've taken into account your suggestion to have (Insert suggestion made by customer) into (Insert your product name) and we think your suggestion could help add value to (Insert product name) in several ways.

We are currently figuring out a way to (Add relevant solution to incorporate suggestion) and we will share the finished product with you as soon as it gets done. Keep writing to us with your valuable insights.

Meanwhile, if there's anything else we can do for you, we'd be happy to help.

Best,

(Insert your name)

(Insert your designation)


ARTIN NAZARIAN

Follow Up Email

Subject: Following up on our meeting on (Insert Date and Day)

Dear (Insert addressee's name),

It was really nice to finally have an opportunity to sit down and talk to you on (Insert day of meeting). I really appreciate you having taken out the time to talk in spite of your busy schedule.

I thought I'd quickly summarize the things we agreed upon as our next steps during the meeting:

1. **(Insert necessary steps. Make sure to have deadlines for when the work ought to be done/reviewed and submitted so it is made a priority by the reader.)**
- 2.
- 3.

Let's follow up via phone/email/Skype (Insert date and time). I'm looking forward to working with you on this. Let me know if you have any questions.

Best,

(Insert your name)

(Insert your designation)

(Insert your phone number)


ARTIN NAZARIAN

Business Development Email

Subject: (Insert your product name) – Follow Up

Dear (Insert addressee's name),

I really appreciate you having taken out the time to meet. It was really nice getting to know you.

(Insert your product name) is growing fast. **(Add social proof and ambition for the future for e.g. we have been listed as one of India's most promising startups and we are aiming at being the best social media marketing company in India by the end of this year.). (Add steps taken to reach the goal for e.g. we are currently in the process of releasing a mobile app version of our product where people can add videos and other features giving us an edge over other companies in the social media marketing sector, in an effort to help us achieve our goal.).**

With respect to a (Insert your product name) - (Insert addressee's company name) collaboration, I think we could offer you a better deal **(Add details of the proposed deal and in what way it would work out better for the company).**

Let's follow up via phone/email/Skype (Insert date and time). I'm looking forward to working with you on this. Let me know if you have any questions.

Best,

(Insert your name)

(Insert your designation)


ARTIN NAZARIAN

Debt Collection Email

Subject: Payment Due

Hi (Insert addressee's name),

This is a quick note to let you know that we haven't received the payment for the services provided on (Insert date). We are owed (Insert amount to be paid) and we would really appreciate it if you could give us the payment at the soonest.

It has always been a pleasure working with you and I believe we have always been there to support you through any help you might've needed with respect to our product. This being said, we do take the question of payment very seriously, and we would like for you to respect the payment deadlines as well.

Hope you will do the needful at the earliest.

Sincerely,

(Insert your name)


ARTIN NAZARIAN

Hiring Designers/ Developers

Subject: I found your site on (Insert site name) and thought I'd reach out

Hi (Insert addressee's name),

I'm looking to put together a team here and I wanted to know if you'd be interested or if there are any web designers/ developers you would recommend we speak to?

We're looking to hire people who are proficient in (Insert required skills from candidates) and we're willing to negotiate price if there's a good fit.

(Insert one sentence description of idea here)

Let's plan to chat on phone/ Skype to discuss this further. In the meantime, can I ask you a few things to be sure I understand your skill set?

1)Do you have any projects that you've worked on that you could show me? Anything you're particularly proud of?

2)If you have a CV/resume that would be great. If not, that's perfectly fine. Would just like to know if you have had any formal training in design or engineering and have you worked in any notable company before this?

3)A couple of questions regarding your skillset. It's okay if you don't have all of these but just to get a general profile, could you rate yourself from 1-5 on the following skills?

- (Insert skill 1)
- (Insert skill 2)
- (Insert skill 3)
- (Insert skill 4)
- (Insert skill 5)

Thank you. I hope to hear from you soon.

Sincerely,

(Insert your name)


ARTIN NAZARIAN

Asking for Customer Feedback

Subject: Have any Feedback?

Hi (Insert addressee's first name),

Thank you so much for taking time out to try out our product. I really appreciate it.

I was wondering if you might have 15 minutes this weekend to chat about your experiences with (Insert product name) so far. It's critical that we get the product right for people like you, so any criticisms, questions, feedback would be amazing.

I'm free for a quick call (Suggest 3 time slots for a phone call). **(Offer incentive for e.g. There may be a Rs. 500 voucher in store for you for your help)**

Have a great day!

(Insert your name)


ARTIN NAZARIAN

Laying Someone Off and Notifying the Team

Subject: (Insert first name of employee)'s Departure

Hello everyone,

Regrettably today will be (Insert first name)'s last day with us at (Insert your company's name).

As you may know, we had been looking for another person in our (Insert team name) team for the past few years. Our volume has been such that this could be justified for certain parts of the year and not necessarily the rest. We added (Insert employee name) in anticipation that we would have enough work to keep them very busy. That has not really developed in the way that we'd hoped and there is not enough work for a new (Insert team name e.g. marketing) hire.

It is always a tough decision making these calls. (Insert employee's name) is a quality person and as a company we will assist him in any way we can to help him/her in finding the right job for his future and I would encourage you to do the same. He will be coming to the office on (Insert day) to say his goodbyes so we would like you all to be present for it.

For the short term, (Insert person 2's name) will take over (Insert employee's name) until a long term plan is in place.

Thanks.

(Insert your name)


ARTIN NAZARIAN