



THE ZERO-TO-CLIENT

Email Toolkit — 12 Templates for the Nigerian & Diaspora Market

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How to Use This Toolkit

Every template below is written to be adapted, not copied word-for-word. Wherever you see **[bracketed text]**, replace it with your own specific detail — the more specific, the better it performs. Generic outreach gets ignored; outreach that clearly references the reader's actual situation gets replies.

A few rules that apply to every template in this pack:

- Keep your first message short. Nobody reads a long message from a stranger.
- Always end with one specific next step, not an open-ended "let me know."
- Send your one follow-up (Category 4) after 3–4 days of silence — not sooner, not much later.
- These are written in a tone that works for both Nigeria-based and diaspora (UK/US/Canada) recipients. Where a template needs a lighter or more formal touch depending on your audience, a note is included.

CATEGORY 1: COLD OUTREACH (Service Pitch)

For reaching people or businesses you don't already know.

Template 1 — The Direct Problem-Solver

Subject: Quick idea for [Business Name]

Hi [Name],

I noticed [specific observation — e.g., "your last few Instagram posts aren't getting much engagement" or "your bookkeeping seems to still be on paper based on your last post"]. I help [type of business] fix exactly that — I'm [your one-line offer].

Would you be open to a quick 15-minute call this week to see if it's a fit? [Specific day] or [specific day] both work for me.

[Your name]

Template 2 — The Value-First Opener

Subject: One thing I noticed about [Business Name]

Hi [Name],

Quick one — I looked at [specific thing: their page, their process, their offer] and noticed [one genuinely useful observation]. I work with [type of business] on exactly this, so wanted to flag it in case it's useful, no strings attached.

If you'd like, I can put together a quick [free audit / sample / first draft] so you can see what I mean. Would that be helpful?

[Your name]

Template 3 — The Referral-Style Cold Open

Use when you don't have an actual referral but the tone works well for warm-adjacent cold contacts. **Subject:** [Mutual context] — quick question

Hi [Name],

I've been [following your work / seeing your posts in [group name] / connected to [context]], and I think there might be a good fit between what you're building and what I do — [your one-line offer].

Would you be open to a short call to explore it? I'm free [day] or [day].

[Your name]

CATEGORY 2: WARM OUTREACH (Referral/Network)

For people you already know, or who were referred to you.

Template 4 — The Direct Ask to Your Network

Subject: A favour, if you know anyone

Hi [Name],

Hope you're well! I recently started offering [your service] — helping [type of client] with [specific result]. I'm reaching out to a few people I trust because I know you're connected to a lot of [relevant group].

Do you know anyone who might need this right now? Happy to also just tell you more if you're curious.

[Your name]

Template 5 — The Referral Follow-Through

Use when someone has been referred to you by a mutual contact. **Subject:** [Mutual contact] suggested I reach out

Hi [Name],

[Mutual contact] mentioned you might be dealing with [specific problem], and thought I might be able to help — I work with [type of client] on exactly that.

Would you be open to a quick call this week to see if it's a fit? No pressure either way.

[Your name]

Template 6 — The Reconnection Pitch

For people you know but haven't spoken to in a while. **Subject:** Long time — quick update

Hi [Name],

It's been a while! Hope things are going well on your end. Wanted to share that I've recently started [your offer] — thought of you because [specific reason: their business, their role, something they mentioned before].

Would love to catch up, and happy to share more if it's relevant to what you're working on right now.

[Your name]

CATEGORY 3: AFFILIATE / CONTENT PITCH

For pitching content collaborations, guest features, or affiliate partnerships.

Template 7 — The Collaboration Pitch

Subject: Idea: [specific collaboration idea] for [their platform/audience]

Hi [Name],

I've been following [their platform/content] and think your audience would genuinely benefit from [specific content idea — a guide, a guest post, a joint post].

I create content around [your niche], and would love to put something together for your audience — happy to send a draft first so you can see if it fits before committing to anything.

[Your name]

Template 8 — The Affiliate Introduction

Subject: Partnership idea — [your product/service]

Hi [Name],

I recently launched [your product], built specifically for [target audience]. Given your audience is exactly that group, I wanted to see if you'd be open to an affiliate partnership — you'd earn [commission structure] on any sales through your link, no cost or risk on your end.

Happy to send over more details and a sample of the product if useful.

[Your name]

Template 9 — The Content Swap Pitch

Subject: Quick content swap idea

Hi [Name],

I create content on [your niche] and think there could be a good fit for a content swap — I feature you/your work with my audience, and you do the same. Both of our audiences seem to overlap well around [specific shared interest].

Would you be open to exploring this? Happy to share my numbers/audience details if that's helpful.

[Your name]

CATEGORY 4: FOLLOW-UP / CLOSE

Send after 3–4 days of silence, or to move a warm conversation toward a decision.

Template 10 — The Gentle Follow-Up

Subject: Re: [original subject line]

Hi [Name],

Just following up in case my last message got buried — totally understand if now isn't the right time. If you're still interested, I'm happy to [specific next step: hop on a call, send more info].

Either way, wishing you well with [Business Name]!

[Your name]

Template 11 — The Decision-Prompt Close

Use with someone who's expressed interest but hasn't confirmed. **Subject:** Ready when you are

Hi [Name],

Just checking in on this — happy to move forward whenever suits you. If [specific day] still works for that call, let me know and I'll send a confirmation. If your plans have changed, no worries at all, just let me know.

[Your name]

Template 12 — The Final Follow-Up (Break-Up Email)

Use as your last message if there's been no response after Template 10. **Subject:** Last note from me

Hi [Name],

I don't want to keep filling your inbox, so this will be my last note on this — if things change and [your service/product] becomes useful down the line, feel free to reach out anytime. Wishing you all the best either way.

[Your name]

A Note on Tone by Audience

For Nigeria-based prospects, a slightly warmer, more relational opening line tends to land well — a genuine compliment or shared context before the ask. For UK/US/Canada-based diaspora prospects, especially in more formal industries, keep the opener a touch more direct and get to the value proposition slightly faster. Both audiences respond best to specificity over politeness — a specific, well-researched message beats a polite, generic one every time.