SciLeads

Guide

Writing Effective Emails

Follow these simple tips and tricks to write effective cold emails

Key Rules

- Only email relevant people!
- Short, specific emails.
- One clear call to action (CTA).
- Offer a specific timeslot (not book in a link).
- Super friendly and helpful tone.
- End on a question.
- Don't say anything in an email you wouldn't say out loud.

Banned Words

🚫 *Potentially*   ⛔ *Should*   ❌ *Maybe*

🚫 *Possibly*   ⛔ *Perhaps*   ❌ *Hopefully*

🚫 *Might*   ⛔ *I was wondering*   ❌ *Just*

🚫 *Following up*   ⛔ *I think*   ❌ *Could*

Continued on next page...

Get better at selling to scientists.

Find the right people, personalize your message, and increase replies and sales.

Start your free trial: **scileads.com/get-started/**

Email Mistake	Don't Write 👎	Write This Instead 👍
Weak & Fluffy Language	"Hopefully you had a chance to look at the proposal I sent over?"	"Did you look at the proposal?"
Weak Follow-Ups	"Just following up!" "Did you receive my last email?"	*(In a new email)* "How did you find the case study I sent over?"
Confusing Calls-to-Action	"Did you look at the proposal? Do you think we could have a call? Is there anything else I could send through?"	"Would Tuesday at 2pm your time work for a quick call?"
CC-ing Multiple People	"Hi Steve, Dan, Amy!" - even if they were all on the call.	"Hi Steve" *(separate emails to others if needed)*
Taking Away from the Question	"Would Tuesday work for a call? Let me know if you have any quesitons."	"Would Tuesday work for a call?"
Sounding Unconfident	"Was the case study ok? Let me know if there are any issues."	"How did you find the case study?"
Making the Client Work	"As discussed, please see the proposal I sent over last week" *(Without re-attaching the proposal)*	"I've attached the proposal, you'll find the key details on page 3."
Stopping, or Stopping at One Channel	One email and done.	Email. Follow-ups. LinkedIn DM. Phone call. *Be politely persistent!*
Having a Huge Thread	Keeping all 10 nudges on the thread	Just your first message + today's nudge.
Overly Formal "Email Speak"	"Per our previous correspondence, I am writing to ascertain if you have perused the documentation."	"Hey [Name], how does Monday at 4pm your time work to discuss the doc sent (attached below)?"
Repetition	"We have lots of omics customers. Here's an omics case study. Here's a testimonial from an omics user. Our omics users say we're great."	"I've attached a case study from one of our customers in omics."

SciLeads

Empowering 1000+ Companies to Accelerate Growth

Deloitte.

50 | **Technology Fast 50**
2025 IRELAND
WINNER

About SciLeads

Containing the world's most accurate and comprehensive database of scientific prospects, organizations, activities, and sales signals, SciLeads is on a mission to accelerate growth for everyone looking to sell to scientists.

Learn more at scileads.com

Contact Us

By Email: sales@scileads.com
By Phone: +44 2895 929005 / +1 415 663 5194
LinkedIn: @Scileads

Start your free trial today:
scileads.com/get-started