## **Icebreakers That Don’t Make People Cringe**

Use these to start your emails like a human who *reads things* and isn’t secretly trying to sell timeshares.

### **Based on Their Work**

“Your recent piece on [topic] had me scribbling notes—especially that part about [specific insight].”  
 “I’ve read a lot about [topic], but the way you explained [thing] in your article was refreshingly clear.”  
 “I keep coming back to your post on [topic]—it hits especially hard as someone trying to [shared goal].”  
 “Most articles on [topic] feel like SEO filler. Yours didn’t. That quote about [pull detail] stuck with me.”

### **Based on Something They Said or Shared**

“Saw your comment on [platform/post]—totally agree re: [their point]. Curious if you’ve tried [related thing].”  
 “Loved what you said in your interview on [podcast/media]. Especially the bit about [insight].”  
 “Your take on [topic] made me rethink how I approach it. Thanks for making my brain hurt in a good way.”

### **Based on a Shared Niche or Interest**

“Saw you’re into [niche]. Finally—someone else who gets it.”  
 “I don’t meet many other people doing [specific thing] the way you are. Had to reach out.”  
 “I think we’re both in the ‘trying to do good work without selling our souls’ club.”

### **Based on Observation or Humor**

“This might be the weirdest email you get today, but it’s not AI-generated and there are no PDFs attached.”  
 “I know, another email in your inbox. But this one’s caffeine-fueled and typo-checked.”  
 “No cold pitch, just a warm hello (and maybe a tiny bit of value if you read on).”