# **Swipe, Send, Survive: Outreach Templates by Alex Cornici**

### **A Cold Email Survival Pack for Freelancers, Creators & Internet Weirdos**

## **Template 1: The Low-Key “We Should Talk” Email**

**Subject:** Quick idea for [their business name]

Hi [Name],

Noticed [something specific about their brand/offer/content] and had a quick idea that might help you [achieve X / fix Y / improve Z].

I know cold emails are the worst (this one included), but if you're open to it, I’d love to send a few thoughts your way—no pitch, no pressure.

Let me know if that’s cool. I’ll go back to arguing with the algorithm in the meantime.

Cheers,
@AlexCornici | [WebSearchOptimisation.com](http://websearchoptimisation.com)

## **Template 2: The Tactical, No-BS Pitch**

**Subject:** 1 quick fix for your [website, funnel, SEO]

Hey [Name]—

This won’t be long: I help brands like [Client/Brand] grow traffic through [service type]. Checked out your [site/account], and there’s an easy win sitting right there (I swear, it’s taunting me).

Want me to send a quick teardown? Free, of course. If it helps, amazing. If not, you still get ideas to test.

Up to you.

Cheers,
@AlexCornici | [WebSearchOptimisation.com](http://websearchoptimisation.com)

## **Template 3: The Compliment with a Hook**

**Subject:** You’re doing X right. Let’s fix Y?

Hey [Name],

Been following your [podcast/blog/LinkedIn posts/etc.] and had to say—you’ve nailed [X thing they’re doing well].

That’s why I wanted to reach out: I think there’s a way to amplify that even more—without more effort on your part.

If you’re open, I’d love to share a quick strategy.

No spam. No pitch decks. Just something useful.

Sound good?

Cheers,
@AlexCornici | [WebSearchOptimisation.com](http://websearchoptimisation.com)

## **Template 4: The “Here’s What I’d Do” Spec Email**

**Subject:** Idea for your [landing page, SEO, offer]

Hey [Name],

I was creeping through your [site/offer/page] (as one does) and couldn’t help but brainstorm a few improvements.

Here’s what I’d test if I were you:

* [Idea 1]
* [Idea 2]
* [Idea 3]

If you want me to go deeper on this, I can send a more detailed walkthrough—free. Just say the word.

Either way, you’re on the right track.

Cheers,
@AlexCornici | [WebSearchOptimisation.com](http://websearchoptimisation.com)

## **🔁 Template 5: The Follow-Up (for When They Ghost You)**

**Subject:** Just floating this back to the top

Hey [Name]—just wanted to resurface this in case it got buried.

Still happy to send over [offer/strategy/teardown] if it’s helpful. If now’s not the right time, all good—appreciate you taking a sec to read this either way.

Cheers,
@AlexCornici | [WebSearchOptimisation.com](http://websearchoptimisation.com)

## **Bonus: The “Hey You Shared This Article” Move**

**Subject:** Loved your take on [article/tweet/post]

Hey [Name],

Saw your post about [topic]—great breakdown.

It reminded me of a piece I just published on [similar thing], where I shared [hook + insight].

Would love your feedback (or even a roast—I can handle it).

Cheers,
@AlexCornici | [WebSearchOptimisation.com](http://websearchoptimisation.com)

## **License to Copy-Paste**

These templates are:

* Free to use
* Customizable for chaos
* Best served with personality

**Include your voice. Don’t be a bot.** And when in doubt, say less and link more.

## **Need Help Writing These From Scratch?**

I help freelancers and brands write cold emails that actually convert—without sounding like a finance bro or an automated DM.

[Hire me here](https://www.fiverr.com/loko2020/) or DM me @AlexCornici