

GetFunded

Welcome to the GetFunded Investor Email Templates!

I've used these templates to successfully close hundreds of thousands of dollars in investment without calls or face-to-face meetings with investors. And I've used them to move investors towards face-to-face meetings where I closed millions of dollars in investment.

The best way to use this document is to read through all the templates and footnotes first to understand how to think about emailing with investors.

Once you understand how to think about "fundraising over email", go back through and pick the templates that feel most applicable to your situation.

I wish you massive success on your fundraising journey,

Much love,



- Will Sacks

Table Of Contents:

Email Template 1 - The Subject Line		2
Email Template 2 - Big News		3
Email Template 3 - Good Fit		4
Email Template 4 - Short & Sweet		5
Email Template 5 - Shared Interest	Not Included in this Free Packet	6
Email Template 6 - Smart Money	Not Included in this Free Packet	7
Email Template 7 - Early Access	Not Included in this Free Packet	8
Email Template 8 - Closing Interest	Not Included in this Free Packet	9
Investor Template 9 - Picking Up Stragglers	Not Included in this Free Packet	10
Investor Template 10 - Last Chance	Not Included in this Free Packet	11

Email Template 1 - The Subject Line

This email template is not a template at all, but rather a reminder about an often overlooked part of email marketing: The Subject Line.

The subject line is the single most important factor of if your email will be opened.

And if your email isn't opened, it might as well have not existed. So here's some ideas for the subject lines of your emails:

Founder Collective wrote a post where they called the subject line "A pitch in 90 characters" wherein they suggested to "Be clear, drop names, bring data" Read that [here](#). There are some good examples there.

According to Campaign Monitor [65 characters is the ideal length for an email subject line](#) and some email clients will show up to 90 characters.

So that's the most important thing to remember regarding subject lines: you have 90 characters (give or take) to pitch your startup, **so make them count!** Be creative. Think long and hard.

Here's some example subject lines to get you in the mood:

"Exit last month. New company this month. Growing 10% m/m. huge b2b market" - This is like an investors fantasy. You probably won't be able to say all this, but you can model the approach.

"The Future of Reproductive Health' - Bloomberg. Patented tech. Looking for seed VC. Interested?" - This subject combines social proof and the prospect of a moat for the business ("patented tech"), two things investors love.

"How we can avoid the drone swarm future you wrote about yesterday" - to use for a content related email (see the Shared Interest template). This subject line is specific in time and interests to the investor.

"15 angels invested in our deal yesterday. And they all said you should too." - This subject builds social proof and raises curiosity.

"100 women get pregnant every day using our app, biggest fertility data set in the world" - This subject line uses data to spike curiosity.



“We’re the dominant open source robotics platform one year after launch, 4 PHD’s” -

Again bringing data. A startup in Boulder once had a sign on the wall “In God we trust, all others bring data”. Numbers matter in the startup world.

Email Template 2 - Big News

Hi [Mark]

[Did you see that Kindara was just featured in the Guardian?¹] [Here’s the link.](#)

We’re about to open our [pre-seed round²] and given that [your participation would help us attract more doctors to invest and generally help us close smarter money³] we’d like to offer you [a 20% discount⁴] if you decide to invest [before Friday⁵]. It would be an honor to have you⁶.

Please feel free to call me directly to discuss⁷.

Will

CEO, [Kindara](#)

Mobile: 424 252 2626

¹ This template is called Big News. Because it should be used when you have something big to announce that will instantly increase the perceived value of investing in your company in the eyes of investors. The ‘Big News’ could be press coverage, a big product launch, customer feedback or learnings, or a great addition to the team. Even a report about the market or your vertical that looks favorable. In this template you are providing value by keeping the investor updated on what’s happening in the company, and then offering them something special if they act now.

² Name of the round

³ Explain why you are offering them a discount. Could be things like “having you onboard would help us close Sequoia in our A round” or “you are an expert in this space with many valuable connections” or “I always feel happy around you and want your energy in my company”. Could be anything really, but use something that makes the investor feel special. Also FYI “smarter money” means investors who will bring not just money, but the ability to help your startup grow, get customers and ultimately get acquired. Focussing on smart money is one of the best things you can do to make your raise easier, and also increase your chances of success.

⁴ The size of the discount you are offering. Mostly this will be referring to the discount rate on the note. So if you are offering a 20% discount once the round is open, you might offer these early investors a 40% discount. Be careful however with offering large discount rates on notes with high caps. If these notes end up converting at the high discount rate they become very dilutive.

⁵ You want to give a time frame to show that this investor must make a decision now.

⁶ Compliments make people like you. It’s just human nature.

⁷ This is a bit terse, but also you are making this person a great offer, so being terse can help communicate confidence and help them to pick up the phone or write back.



Email Template 3 - Good Fit

Use this template to contact an investor who seems like a good fit to invest in your deal. Maybe they already made an investment in your space, or they say they like to invest in “pre-seed or seed SAAS companies” and you fit that profile. Or you like their writing or they could help you grow by making important introductions.

Hi [Jane]

I see you know [Amit Michelson]. I met Amit at Denver Startup Week last year⁸.

My startup [[Plandy](#)⁹] is [building a category dominating SAAS planning tool for design-centric businesses with 10 - 50 employees¹⁰].

Our mission is to [beat Asana, Trello, and Jira by having LESS features and better design¹¹]. This segment of the market is [totally unserved and worth \$1Bn/year with just 5% market share (we think we can get to 10%)¹²]

We're currently closing our seed round and given your experience with [Quick Design, and your commitment to design as tool for good¹³] I think you could be a good fit for our round. Would you be available [for a call](#)¹⁴?

Kind regards,

[Steve Chang]

CEO, Plandee, 343 555 1234

[\[Read about Plandy in the New York Times](#)¹⁵]

⁸ If you have a mutual contact with the investor you can name it to increase the chances that you'll receive a response. This stokes social proof. Even better would be to get an introduction from Amit, but if that isn't possible the name drop is a good option.

⁹ Provide a link, and make sure whatever loads looks shit hot.

¹⁰ I know Jane loves design, so I'm using a line that will engage this interest here while describing what Plandy does.

¹¹ Again I'm telling her our mission while also hammering on design, because I know she loves design.

¹² By talking about the market I'm painting a picture of her potential returns. If Plandy can make \$1Bn a year and she invests, she's likely to make an amazing return.

¹³ This is where you demonstrate that you've done your homework and tell her why she might be a good fit.

¹⁴ By putting a link here to a booking site it makes it easy for her to click and pick a time. I recommend having 20 minute slots available so she can get her curiosity satisfied quickly.

¹⁵ You have another chance to boost social proof and buzz in your email signature.

Email Template 4 - Short & Sweet

This template packs a ton of value into three lines and like other templates the key is research, research, research. You can hire a talented VA to do some of the initial research, but regardless to write an effective email you'll have to know what is important to this investor, and how your company fits into their investment thesis.

Hi [Mark],

I'm building [EcomBoost](#), a [SAAS company¹⁶] that [boosts ecommerce conversion by 30% in 10 minutes through social proof¹⁷]. We have [\$10k in MRR growing 10% week/week¹⁸]. Given you invested in [PigDiggler¹⁹] and [KanWan²⁰] does it makes sense to chat²¹?

Tim Bones ([Linkedin²²](#))
CEO, EcomBoost
737 282 4839

¹⁶ You are telling the investor what kind of company you are building. Is it software? Medical device? Consumer hardware? AI? This should align with the investors focus.

¹⁷ This is your chance to tell the investor why they should care. If this doesn't catch their eye they won't read any further. The line used here is designed to impress since this investor is invested in a bunch of ecommerce companies and if he can increase conversion by 30% in 10 minutes, the valuation of his portfolio will go up by millions of dollars. This should be designed to focus on what the investor wants. What's in it for them to reply?

¹⁸ You have to show that you have something. In this case initial revenue that is growing well.

¹⁹ You are showing that you have done your homework.

²⁰ More proof that you are doing your homework.

²¹ This is a very soft close. But basically you are leaving it up to them to come to the conclusion that 'yes' it does make sense to meet. If this isn't your style, you could also say "would you like to get on the phone for 15 minutes?" with a link to book something on your calendar.

²² One of the first questions this investor will be thinking is "who is this person" and so providing a linkedin link will help them answer the question. Make sure your linkedin looks great, builds social proof, and shows you are likely to build a company that grows fast and changes the world.

GetFunded

I hope you found these free templates useful!

To download the rest of the templates as well as a TON of other massively valuable tools and resources to help you get your round closed, please consider joining the GetFunded program at www.getfundedcourse.com

GetFunded is the best program on planet earth to help you orient to the game of fundraising and play the game to win.

We're at \$12M raised and counting (by the time you read this it'll be more), and I'd love for you to be the next entrepreneur we help get funded.

And since you've made it this far (and because I really want you to succeed!) you can use offer code "twentyoff" to save 20% off the program in 2019. Please don't share this code.

Don't forget to reach out to me with any questions or if there's any way I can help you succeed.

[Join our facebook group here](#) to connect with other entrepreneurs changing the world:

To your success,



Will Sacks

www.foundersgetfunded.com