

TEMPLATE

Cold Email Hook Swipe File

12 signal-driven email openers. Customise for your market, pitch, and ICP.

How to use this: pick the hook that matches your best available signal. Personalise the [brackets].
Don't use a hook you can't back up. A vague signal is worse than no signal — it tells the prospect you didn't try.

Rule: one signal per email. Don't stack them.

SIGNAL: RECENT FUNDING

Saw [Company] just closed [Series X] — congrats. Usually that means [team scaling / new tech / entering new markets].

Note: Best within 30 days of announcement. Reference what the funding is for if known.

SIGNAL: HIRING SURGE

Noticed [Company] has [X] open roles in [dept] right now — looks like a big push into [area].

Note: LinkedIn job postings are a free signal. High-intent when dept matches your ICP.

SIGNAL: NEW LEADER IN ROLE

You're [X months] into the [role] at [Company] — usually around now is when the quick wins start turning into bigger bets.

Note: New decision-makers want to make their mark. High receptivity in first 6 months.

SIGNAL: COMPANY NEWS / PR

Read the piece on [Company] in [outlet] — the bit about [specific thing] caught my eye given what we do.

Note: Only use if genuinely relevant. Forced "I saw your press release" feels hollow.

SIGNAL: LINKEDIN POST BY PROSPECT

Your post about [topic] last week resonated — you called out [specific point], which is exactly the problem we built [product] to solve.

Note: Strongest signal available. Shows you paid attention. Use sparingly — reserve for high-value targets.

SIGNAL: TECH STACK / TOOL CHANGE

Looks like [Company] recently moved to [tool] — that usually surfaces [specific challenge] pretty quickly.

Note: BuiltWith, G2 reviews, or job descriptions reveal stack. Requires some research but converts well.

SIGNAL: COMPANY GROWTH (HEADCOUNT)

[Company] has grown from [X] to [Y] people in the last 12 months — at that pace, [pain point] usually becomes a real problem.

Note: LinkedIn employee count over time. Strong for tools that scale with headcount.

SIGNAL: SHARED CONNECTION / CONTEXT

[Mutual contact] mentioned you'd been thinking about [problem area] — I work with a few teams at [similar companies] on exactly that.

Note: Warm intro beats cold every time. Ask your network before you dial.

SIGNAL: EVENT / CONFERENCE ATTENDANCE

Noticed [Company] was at [event] last month — we had a few conversations there about [relevant topic] that I thought you'd find useful.

Note: Attendee lists are public. Works best when you were also at the event.

SIGNAL: COMPETITOR SWITCH

Saw a review on G2 from your team mentioning [competitor pain point] — sounds like [issue] is still unresolved.

Note: Monitor G2, Capterra, Trustpilot for competitor reviews. Compliance-sensitive — use carefully.

SIGNAL: EXPANSION / NEW MARKET

Looks like [Company] is moving into [market/region] — that's usually when [specific challenge] hits teams that weren't built for it.

Note: Press releases, job postings in new geographies, or website updates reveal expansion intent.

SIGNAL: END OF FINANCIAL YEAR

With [Company]'s FY ending in [month], I wanted to reach out now — we typically see teams move fastest in the 6 weeks before close.

Note: Know your prospect's fiscal calendar. Budget availability is a real signal.

WANT THESE HOOKS WRITTEN FOR YOU, AUTOMATICALLY?

Upload a CSV of contacts to Triage. We research each one and write the hook, email draft, and call script — in seconds, per contact. Free to try at triage.club

Build Your Own Hook

Use this template to write signal-driven hooks for your own market.

SIGNAL TYPE

What is the trigger? (funding / hire / news / activity)

SIGNAL SOURCE

Where did you find it? (LinkedIn / press / job board / G2)

SIGNAL RECENCY

How recent? Aim for within 90 days.

OPENING LINE

"[Signal reference] — usually that means [relevant implication]..."

BRIDGE TO PITCH

"...which is why I'm reaching out about [product / outcome]."

ONE ASK

"Worth a 15-minute call to see if it's relevant?"