



# THE VAULT

BY KM MARKETING SERVICES

## COLD CALLING PROMPTS

### DM PROMPT

“Hi [Name],

I was thinking recently about how hard it can be to find the right business support when we’re all wearing so many hats and just trying to keep things moving.

I run [your business name], where I help [who you serve] with [what you do in simple, human terms].

I just wanted to introduce myself in case there’s ever a time you need support in that area — no pressure at all, just a genuine hello from someone who gets how much we all juggle.



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## EMAIL PROMPT

Subject: A quick hello + resource if you ever need support

Hi [Name],

I know how busy things get when you're running your own business — sometimes finding trusted help can fall to the bottom of the list.

I wanted to reach out and introduce myself. I'm [Your Name], and I support [who you serve] with [specific service or transformation].

I've seen how meaningful it can be when business owners finally get the right kind of support behind them, and I'd love to be a resource if that ever feels helpful.

Just sharing what I do in case it fills a gap you've been feeling.

Take care,

[Your Name]





## IN PERSON PROMPT

Hi, I'm [Your Name]. I work with [type of people] who are often trying to do it all — marketing, admin, clients — you name it.

I totally get how overwhelming it can feel. That's why I started [your business] — to help take some of that off people's plates.

If you ever find yourself needing an extra set of hands or some clarity around [your service area], I'd be happy to help. No pressure at all — I just love connecting with other people who get it.

### PROMPTS TO HELP WRITE YOUR OWN:

Encourage them to build their story-based outreach using these reflection questions:

- "What made you start your business — and who were you thinking of when you did?"
- "What problem do you see over and over that you genuinely want to ease for people?"
- "How can you phrase your introduction like an invitation to connection instead of an offer to buy?"
- "What would you say if you were introducing yourself to a new friend, not a lead?"
- "How can your empathy become your opener?"

