

# Freelance Pitch Email Templates

Here are three customizable pitch email templates you can use for client acquisition. Simply adapt them with your details, portfolio links, and the client's specifics.

## 1. Cold Outreach Pitch

Subject: Helping [Client Company] achieve [specific result]

Hi [Client Name],

I came across your company and noticed [specific observation about their work/website/industry]. As a freelance [your role], I help businesses like yours achieve [specific outcome].

Here's a recent example of my work: [Portfolio Link].

Would you be open to a quick call next week to discuss how I could help [Client Company] with [specific need]?

Best regards,  
[Your Name]

## 2. Referral Pitch

Subject: Recommended by [Referrer's Name]

Hi [Client Name],

[Referrer's Name] suggested I reach out to you. I'm a freelance [your role] specializing in [your niche]. I recently worked with [Referrer's Company/Similar Client] and helped them [achieve result].

You can see an example of my work here: [Portfolio Link].

Would you be open to a short call to explore how I can support [Client Company]?

Looking forward to your reply.  
Best,  
[Your Name]

## 3. Follow-Up / Upsell Pitch

Subject: Next steps for [Client Project]

Hi [Client Name],

It was a pleasure working with you on [recent project]. I'm glad we achieved [positive result].

As a next step, I'd love to help you with [related service/new idea] which could further improve [specific client goal].

I've outlined a few ideas here: [Brief Notes or Portfolio Link].

Would you like to schedule a call to go over these opportunities?

Best regards,  
[Your Name]