Angel Investors COLD EMAIL campaign

Small Group — Angel Investor Email Sequences (v2)

> **A/B Split:** 500 contacts each **Variable:** `{{first_name}}` **Core logic:** Angels are referral channels, not buyers. Every CTA asks for an intro, never a meeting.

SEQUENCE A — Result First

Step 1 — Day 0 | Cold Send

Subject: one of your founders could've saved ₹25L

```
Hi {{first_name}},

A founder we worked with spent ₹5L, launched in 6 weeks,
and got their first 100 users.

Every agency they'd spoken to quoted ₹30–40L.

We're Small Group — technical co-founders on demand.
Product, engineering, and GTM as one embedded team.
Part fee, part equity. We only win if the founder wins.

Does anyone in your portfolio need to ship
before they can raise?
```

```
Chandan
Small Group
```

> **Laws:** Law 1 (loss framing — "could've saved"), Law 8 (specificity), Law 21 (hook), Law 23 (question CTA), Law 24 (short)

Step 2 — Day 4 | Not Opened

Subject: *(blank — thread reply)*

```
Hi {{first_name}},

Quick bump in case this got buried.

Most pre-seed founders lose 3–6 months trying to hire a CTO
or manage freelancers before shipping anything.

We get them to launch in 4–6 weeks.

Anyone in your portfolio stuck at that stage?

Chandan
```

> **Laws:** Law 3 (mere exposure), Law 15 (multi-touch), Law 23 (question CTA)

Step 3 — Day 9 | Not Opened

Subject: the ₹40L mistake early founders make

```
Hi {{first_name}},

Most early founders burn ₹30–40L on agencies
before they have a single paying customer.

The real problem isn't building the product.
```

```
It's getting to traction fast.

We help founders launch and get early users
for ₹10L + small equity.

Muskan Forever → 100 users in 4 weeks.

Anyone in your portfolio at this stage?

Chandan
```

> **Laws:** Law 2 (pattern interrupt — new subject), Law 6 (curiosity gap), Law 7 (social proof), Law 47 (problem before solution)

Step 4 — Day 14 | Not Opened

Subject: *(blank)*

```
Hi {{first_name}},

I'll stop here.

If any founder in your network ever needs a
technical co-founder to help ship fast,
feel free to pass my name along.

Good luck with the portfolio.

Chandan
```

> **Laws:** Law 30 (easy out), Law 48 (relationship over transaction)

Step 5 — Day 3 After Open | Opened, No Reply

Subject: *(blank — thread reply)*

```
Hi {{first_name}},

Happy to give more context if helpful.

Typical journey with us:

Week 1–2 → define what to build first
Week 3–6 → build and launch
Week 7–8 → first users, traction story for investors

Muskan Forever → 100 users in 4 weeks.
Mark.ai → 100 paying users → closed seed.

If a founder in your portfolio is between
idea and traction, I'd love an intro.

Chandan
```

> **Laws:** Law 4 (reciprocity — process transparency), Law 7 (social proof ×2), Law 8 (specificity), Law 25 (structured for scanning), Law 29 (value before ask)

Step 6 — Day 7 After Open | Opened, No Reply

Subject: how we work with founders

```
Hi {{first_name}},

We usually step in when founders are:

• idea validated but not built yet
• struggling to hire a CTO
• burning time managing freelancers

We work like a technical co-founder team —
product, engineering, early GTM.

₹10L + equity so we're fully aligned with the outcome.
```

```
If someone in your portfolio fits this,
an intro would mean a lot.

Chandan
```

> **Laws:** Law 4 (reciprocity), Law 25 (bullets), Law 47 (problem framing), Law 48 (relationship language)

Step 7 — Day 12 After Open | Opened, No Reply

Subject: *(blank)*

```
Hi {{first_name}},

Totally understand if the timing isn't right.

If any founder in your network ever needs help
shipping their first product fast,
feel free to connect us.

Appreciate the work you do with founders.

Chandan
```

> **Laws:** Law 30 (easy out), Law 48 (genuine relationship close)

Step 8 — Day 2 After Click | Clicked

Subject: *(blank — thread reply)*

```
Hi {{first_name}},
```

```
Saw you looked at this.

If a founder in your portfolio comes to mind,
just reply with their name —
I'll take it from there.

Chandan
```

> **Laws:** Law 5 (commitment consistency), Law 28 (lowest possible friction) **Key fix:** Angel is a referral channel. Step 8 asks for an intro, not a meeting. No Calendly link.

SEQUENCE B — Problem First

Step 1 — Day 0 | Cold Send

Subject: where most pre-seed founders quietly run out of runway

```
Hi {{first_name}},

Most pre-seed founders don't fail because the idea is wrong.

They fail because they spend 6 months trying to hire a CTO,
burn ₹30–40L on an agency, and run out of runway
before a single paying customer.

We close that gap.

One embedded team — product, engineering, GTM —
for ₹10L + a small equity stake.
We only win if the founder wins.

Muskan Forever: 100 users in 4 weeks, ₹5L spent.

Any founder in your portfolio stuck at that stage?
```

```
Chandan
Small Group
```

> **Laws:** Law 1 (loss framing), Law 47 (problem before solution), Law 8 (specificity), Law 23 (question CTA) **A/B difference:** Opens with the founder failure narrative, not a result. True split from Sequence A.

Step 2 — Day 4 | Not Opened

Subject: *(blank — thread reply)*

```
Hi {{first_name}},

Quick bump in case this got buried.

Most pre-seed founders lose 3–6 months trying to hire a CTO
or manage freelancers before shipping anything.

We get them to launch in 4–6 weeks.

Anyone in your portfolio stuck at that stage?

Chandan
```

> **Laws:** Law 3 (mere exposure), Law 15 (multi-touch), Law 23 (question CTA)

Step 3 — Day 9 | Not Opened

Subject: the ₹40L mistake early founders make

```
Hi {{first_name}},

Most early founders burn ₹30–40L on agencies
before they have a single paying customer.
```

```
The real problem isn't building the product.
It's getting to traction fast.

We help founders launch and get early users
for ₹10L + small equity.

Muskan Forever → 100 users in 4 weeks.

Anyone in your portfolio at this stage?

Chandan
```

> **Laws:** Law 2 (pattern interrupt), Law 6 (curiosity gap), Law 47 (problem first)

Step 4 — Day 14 | Not Opened

Subject: *(blank)*

```
Hi {{first_name}},

I'll stop here.

If any founder in your network ever needs a
technical co-founder to help ship fast,
feel free to pass my name along.

Good luck with the portfolio.

Chandan
```

> **Laws:** Law 30 (easy out), Law 48 (relationship over transaction)

Step 5 — Day 3 After Open | Opened, No Reply

Subject: *(blank — thread reply)*

```
Hi {{first_name}},

Happy to give more context if helpful.

We step in when founders are idea-ready
but don't have the technical team to execute.

Instead of hiring a CTO or managing freelancers,
they get an embedded team from day one.

₹10L + equity. We only win if they win.

If someone in your portfolio fits,
I'd love an intro.

Chandan
```

> **Laws:** Law 5 (micro-commitment), Law 22 (one idea), Law 28 (low friction ask)
> **A/B difference:** Reframes around "idea-ready, needs execution" — matches Sequence B's problem narrative.

Step 6 — Day 7 After Open | Opened, No Reply

Subject: how founders go from idea to seed in 8 weeks

```
Hi {{first_name}},

Here's what the journey usually looks like:

Week 1–2 → scope what to build first (not everything, just enough)
Week 3–6 → ship — product, design, GTM in parallel
Week 7–8 → first customers, investor narrative updated with traction

Muskan Forever → 100 users in 4 weeks.
Mark.ai → 100 paying users → closed seed.

₹10L + small equity. Fully aligned with the outcome.
```

```
If a founder in your portfolio is at this stage,
an intro would go a long way.

Chandan
```

> **Laws:** Law 4 (reciprocity — process transparency), Law 7 (social proof ×2), Law 8 (specificity), Law 25 (structured) **A/B difference:** Shows the process timeline — different value angle from Sequence A Step 6.

Step 7 — Day 12 After Open | Opened, No Reply

Subject: *(blank)*

```
Hi {{first_name}},

Totally understand if the timing isn't right.

If any founder in your network ever needs help
shipping their first product fast,
feel free to connect us.

Appreciate the work you do with founders.

Chandan
```

> **Laws:** Law 30 (easy out), Law 48 (genuine relationship close)

Step 8 — Day 2 After Click | Clicked

Subject: *(blank — thread reply)*

```
Hi {{first_name}},

Saw you looked at this.

If a founder in your portfolio comes to mind,
just reply with their name —
I'll take it from there.

Chandan
```

> **Laws:** Law 5 (commitment consistency), Law 28 (lowest possible friction) **Key fix:** Angel is a referral channel. Step 8 asks for an intro, not a meeting. No Calendly link.

Smartlead Settings

Setting	Value
Send window	Mon–Thu, 9am–1pm IST
Daily limit	30–50/inbox
Track opens + clicks	ON
Reply stops sequence	YES
Unsubscribe link	ON

> Avoid sending around major Indian holidays (Holi, Eid, Diwali, etc.)

Before Importing — Checklist

- [ ] Confirm Muskan Forever is okay to name publicly
- [ ] Confirm Mark.ai is okay to name publicly
- [ ] Confirm ₹10L is your standard entry price (adjust if needed)
- [ ] Add your title to Step 1 sign-offs if desired
- [ ] Align day numbering for Steps 5–8 (days from sequence start vs. days after trigger)
- [ ] No Calendly link needed — Step 8 uses reply-based intro ask

What Makes This 10/10

Principle	Applied
Angels are referral channels, not buyers	Every CTA asks for an intro or a name, never a meeting
Step 8 high-intent logic	Lowest friction possible — "just reply with their name"
True A/B split	Seq A leads with result, Seq B leads with failure narrative. Steps 5–6 are genuinely different
Loss framing throughout	"could've saved", "quietly run out of runway", "burn before a single customer"
Specificity builds trust	₹5L, 100 users, 4 weeks, 6 weeks — every claim is numbered
Breakup emails done right	"I'll stop here" is confident, not apologetic
No Calendly in angel sequence	The meeting is with the founder, not the angel

Revision #2
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