

KOLVERA

T.I.P.S. Cold Email Playbook

The complete framework for generating high-grade 7-step outbound sequences. Two threads, two pains, 21 days — every structure, every rule, worked examples. Add this to your Claude Project knowledge.

Version 1.0 · June 2026 · kolvera.io

Works across all Kolvera verticals — recruitment, B2B sales, IT/MSP, HR consulting, and facilities management.

READ FIRST

How to use this playbook

This playbook teaches the T.I.P.S. framework for cold email — the same framework Kolvera uses to auto-generate campaign sequences. Use it to write manually, brief your team, or add it to Claude’s knowledge so AI writes in your framework.

BEST SETUP — ADD THIS TO YOUR CLAUDE PROJECT

Drop this PDF into your **Claude Project knowledge** (Projects → your project → Add to project knowledge). Claude then has the full framework, structures, and rules on hand in every conversation — just say “write a 7-step T.I.P.S. sequence for [ICP]” and it follows every rule below.

CONTENTS

1 · The T.I.P.S. Framework	P2	5 · Worked Example	P5
2 · The 7-Step Sequence	P2	6 · Non-Negotiable Rules	P6
3 · Before–After–Bridge Proof Math	P3	7 · Merge Tags & Triggers	P6
4 · Step-by-Step Structures	P3	8 · Using This with Kolvera	P7

SECTION 1

The T.I.P.S. Framework

Every high-converting cold email follows six beats. Master these and your sequences book meetings.

T — Trigger

A real reason you're reaching out — a new hire, expansion, job ad. Makes it clear in the first line why it makes sense to talk.

I — Implication

Imply what you think is a priority based on the trigger. If they've hired 5 reps, ramping is likely the focus. Shows it's not spray-and-pray.

P — Pain

A common pain your ICP faces, tied to the implication. Dig into the cost of inaction. People love to stay the same — show them the negative outcome of not changing.

S — Social Proof

A named customer + the metric they achieved. Drop names. Add a desired outcome they got from working with you. Builds credibility.

Solution

One line on how your solution got that outcome. Keep it brief — the goal is a response, not a sale on email. That's what the call is for.

Soft CTA

"Worth a chat?" "Open to hearing more?" Never ask for 30 minutes. Bonus points for a lead magnet with a soft CTA.

SECTION 2

The 7-Step Sequence

Two threads. Two pains. Seven emails across 21 days. Thread 1 covers Pain 1 (emails 1–3); Thread 2 covers Pain 2 (emails 4–7).

EMAIL	DAY	THREAD	STRUCTURE	PAIN
1	Day 0	Thread 1 — new subject	Full T.I.P.S. pitch	Pain 1
2	Day 3	Reply in thread	Value bump — relevant article + insight	Pain 1

3	Day 5	Reply in thread	Thoughtful bump — context + “any thoughts?”	Pain 1
Thread break — new subject line, fresh inbox impression				
4	Day 12	Thread 2 — new subject	Full T.I.P.S. pitch (different wording)	Pain 2
5	Day 15	Reply in thread	Case-study bump — named result	Pain 2
6	Day 18	Reply in thread	Focus bump — observation + “is that the case?”	Pain 2
7	Day 21	Reply in thread	Referral bump — “should I talk to someone else?”	Pain 2

SECTION 3

Before–After–Bridge Proof Math

When writing Pain and Social Proof, use the BAB formula. Quantify the pain, reverse-engineer the proof from real numbers.

BEFORE (PAIN)

“Teams booking <10 meetings/month are often \$300K short of pipeline coverage.”
Clearly show the cost of inaction in percentages, dollars, or missed meetings.

AFTER (SOCIAL PROOF)

“Group 8a scaled from 40 to 90 meetings/month and exceeded pipeline by \$500K.”
Use the inverse of the pain metric. If pain = <10 meetings, proof = 90 meetings.

BRIDGE (SOLUTION)

“We did this through messaging calibration + async feedback loops.”
One line on mechanism. No feature dump.

KEY RULE

Use your inputted social proof to reverse-engineer the pain math. If the proof says “90 meetings/month,” then the pain should reference “teams booking <30/month often miss quota by X%.”

SECTION 4

Step-by-Step Structures

Email 1 — Full T.I.P.S. Pitch (Pain 1)

STRUCTURE

Subject: [2 words, no punctuation, no adjectives — e.g. “Ramp Time”]

Hey [name]

[Relevant trigger — why you’re reaching out]

[Implication based on trigger]

[Pain — cost of inaction, quantified]

[Social proof — named customer + metric]

[Solution — one line]

[Soft CTA]

EXAMPLE

Subj: Tracking MQLs

Hey Craig

Looks like {company} spoke with Hubspot a few months back, curious how you're tracking campaign effectiveness today.

Marketing leaders typically can only rely on metrics like open rate or reply rates.

Meaning tracking the true amount of MQLs to justify the spend is nearly impossible.

We helped Gong improve their campaign MQLs 42% by giving them a full overview into their customer interactions with our solution.

Think this could help out you & the team?

Email 2 — Value Bump (Day 3)

STRUCTURE

Bring up a relevant 3rd-party resource. Reuse the insight. Explain the value. Nod back to the original CTA.

EXAMPLE

Hey James, do you read Outreach's blog?

Assuming you're ramping those new reps, I thought you'd find it interesting.

[Link]

The VP of Sales Dev at Segment wrote about how she scaled her team to a \$3.2B acquisition. They did it without using canned templates.

Hope it helps!

P.S. Any thoughts on my last note?

Email 3 — Thoughtful Bump (Day 5)

STRUCTURE

NEVER just say "thoughts." Add context + bump.

EXAMPLE

Hey George

Given that you're growing the sales team, I thought this would be worth discussing.

Any thoughts on my last emails?

Email 4 — Full T.I.P.S. Pitch (Pain 2, new thread)

STRUCTURE

Same T.I.P.S. structure as Email 1 but for **Pain 2**, worded differently. New 2-word subject line.

Email 5 — Case-Study Bump (Day 15)

STRUCTURE

Key fact & figure from a case study. Link back to the original insight. Pain/observation link. "Worth a chat?"

EXAMPLE

Hey John

Given ramp speed was a priority for you, thought this would be worth discussing.

Here's a quick breakdown on how we helped Gong half their ramp time.

Worth a chat?

Email 6 — Focus Bump (Day 18)

STRUCTURE

Trigger + focus + CTA. Short.

EXAMPLE

Hey Emmett

Saw you've hired multiple SDRs in the EMEA region.

Usually that means there's a focus on scaling the client base outside the US.

Is that the case for you?

Email 7 — Referral Bump (Day 21)

STRUCTURE

Assume it may not be their scope. Ask for a redirect. Reference something relevant.

EXAMPLE

Hey Sam

Assuming this doesn't fall under your scope, would it make more sense to talk to someone else?

Saw they [relevant observation].

SECTION 5

Worked Example — Full 7-Step Sequence

A complete sequence for a sales consulting company targeting sales leaders.

Email 1 (Day 0) — Subj: Cold Email

Hey {{firstName}}

Saw you downloaded our cold email frameworks a few months back, curious how your team is using email to book meetings at the moment?

Not sure about you, but most sales leaders say reps are sending tons of emails and getting less than a 1% reply rate.

Which means that orgs often struggle to get a 1.5x pipeline coverage & be able to hit their team's revenue goal.

We helped Group 8a get to 6x coverage by going from 40 to 90 meetings/month in 6 months with our consulting.

If we could help you build more pipeline through cold email, would that be worth a chat?

Email 2 (Day 3)

Hi {{firstName}},

Came across this HubSpot blog on cold email best practices and thought it could be useful.

Check it out

It breaks down why 23% of reps say cold email is their most effective outbound channel.

All without spending hours writing one-to-one messages.

Since you downloaded our email frameworks, I figured this would be right up your alley.

Hope it helps!

P.S. Any thoughts on my last note?

Email 3 (Day 5)

Hey {{first name}}

Given you downloaded my cold email frameworks, thought this could be worth a chat.

Any thoughts on the last messages?

Email 4 (Day 12) — Subj: Pipeline Gap

Noticed you downloaded our cold email frameworks a while back {{firstName}}, guessing better replies is a focus at the minute.

Most teams we speak with get some replies but it takes 20mins to personalise an email for a prospect.

So being able to consistently hit the meeting goal per rep per month without over-relying on the phones is unattainable.

Group 8a went from 12 to 40 enterprise meetings/month in 3 months with the help of our consulting.

Think this could be worth a chat?

Email 5 (Day 15)

Here's the training video that helped Group 8A go from 12 to 50+ ENT meetings a month anyway {{firstName}} — Access it here

Sales leaders use our consulting to improve their cold outbound, so that's how it ties in.

Either way, hope it's useful!

Email 6 (Day 18)

Hey Emmett

Saw you downloaded our frameworks.

Usually, that means they'll be a focus on how to source more meetings through cold outbound.

Is that the case for you?

Email 7 (Day 21)

Hey {{firstName}}

Assuming this doesn't fall under your scope, would it make more sense to speak with someone else?

Happy to be redirected if needed!

SECTION 6

Non-Negotiable Rules

STRUCTURE

- 7 emails total, no more, no less
- T.I.P.S. framework on emails 1 and 4
- Each email < 125 words
- 3rd–5th grade reading level
- Subject lines on emails 1 and 4 only
- 2 words, no punctuation, no adjectives

TONE & STYLE

- No emojis, no bold/italic in body
- Unsure tone: “guessing,” “typically,” “curious if”
- Soft CTAs only — never ask for time
- Speak like a helpful peer, not a marketer
- Short lines, lots of white space
- Reply-only CTAs (no links, no calendars)

VARY THE WORDING

Each email should use different phrasing for the trigger (“I was looking at...” vs “Saw...”), implication (“imagine you’re...” vs “curious how...”), pain (“Typically...” vs “Not sure about you, but...”), and proof (“We helped...” vs “We supported...”).

SECTION 7

Merge Tags & Triggers

Kolvera resolves these per contact at send time. In Claude, use them as placeholders.

TAG	RESOLVES TO	SOURCE
{{first_name}}	Sarah	Contact record
{{last_name}}	Mitchell	Contact record
{{company}}	Acme Corp	Job record → Company → contact
{{title}}	Head of Sales	Contact record
{{location}}	Sydney	Contact → job → company HQ
{{trigger}}	just opened 2 AE roles	Company buying signals (Deep Research)
{{domain}}	acme.com.au	Enrichment → company domain
{{job_title}}	Account Executive	Scraped role → contact title
{{ad_role}}	Senior AE	Target role from scrape/import

CONDITIONAL OPENER

The `{{#if trigger}} ... {{/if}}` block wraps the trigger line. When the company has a real buying signal, the opener uses it. No signal = the block is skipped entirely. Never a placeholder.

Using This with Kolvera

Kolvera auto-generates T.I.P.S. sequences from your ICP and business context. Here's the workflow.

Step 1 — Create a campaign

Pick your ICP, your business context, and click **Generate with AI**. Kolvera picks T.I.P.S. as the default framework. Optionally select A/B or A/B/C testing.

Step 2 — Pains auto-picked

The engine picks two distinct pains from your ICP's pain points and matches proof from your Proof Library (or uses soft unnamed fallbacks).

Step 3 — 7 steps generated

Claude Sonnet writes two full T.I.P.S. pitches (emails 1 and 4) plus five contextual bumps. All under 125 words, AU English, soft CTAs.

Step 4 — Triggers resolved per contact

At send time, `{{trigger}}` pulls from Company buying signals (populated by Deep Research). The conditional opener means every prospect gets a real opener — or none.

Step 5 — Review inline

Scroll per-contact previews, edit any line in place, toggle between template and resolved view. Use **Refine All** ("make 50% more concise") to rewrite every step with AI.

Step 6 — Launch

Pick inboxes, set the schedule and daily limit, enrol contacts, hit Launch. Kolvera staggers sends across your working hours.

TIPS FOR BETTER SEQUENCES

- **Run Deep Research first.** It populates buying triggers for `{{trigger}}`.
- **Set clear ICP pain points.** Vague pains = vague copy.
- **Add Proof Points.** Named customer results beat soft fallbacks.
- **Preview per contact.** Use the arrows to check each contact's version.