

A top-down view of a desk with a dark, textured surface. In the top left, a portion of a silver keyboard is visible, showing keys for tilde (~), backslash/underscore (\\_), Z, and arrow keys. A black pencil with a gold eraser lies diagonally across the center. In the top right, a notebook with a white grid pattern is open. The background is a dark, textured surface.

# COLD OUTREACH IN TOKYO

STRATEGY GUIDE

**HOW TO LAND MEETINGS  
WHEN YOU HAVE NO  
CONNECTIONS AND DON'T  
EVEN SPEAK THE LANGUAGE**

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# AUTHORS

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**Jeremy  
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Founder [QuickMail.io](https://quickmail.io)

**Jack  
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Founder [EmailsThatSell.com](https://emailsthat sell.com)



# Step 1

Define the goal

For a better chance to reach our desired outcome.



# Our WHY

1. Follow our course like a student,  
from scratch  
(we were building a cold email course)
2. Tokyo was a perfect country to try out:
  - No connection
  - Different culture
  - Foreign language



**A rubbish goal is to aim for:**

# **BOOK 10 MEETINGS**



**NOT IN OUR CONTROL**



**A much better goal:**

**CONTACT  
80  
PROSPECTS/DAY**



**TOTALLY IN OUR CONTROL**



# DO THE MATH To Get 10 Meetings

Jeremy's hypothesis

At 75% success schedule  
= 13.3 positive replies

At 25% positive reply rate  
= 53.3 replies needed

At 7% reply rate means:

= Contact 762 Prospects

Jack's hypothesis

At 25% success schedule  
= 40 positive replies

At 50% positive reply rate  
= 80 replies needed

At 10% reply rate means:

= Contact 800 Prospects



# Step II

## Research

Build a mental picture of our target audience





## Asking Quora...

“How do you cold email Japanese startups?”

“a cold call will be rejected 99.99% for just being a nuisance, etc.”  
- **CEO at consulting firm, living in Tokyo for almost 30 years**

“Cold Calling in Japan is VERY uncommon. The possibility that you will actually achieve a business meeting within the 3-4 weeks you will be in Tokyo are slim to none.”  
- **Company owner, living in Japan**



# Challenges

- Cold email does not seem legal  
<http://measures.antispam.go.jp>
- No connections we can reach out to
- We don't know the business culture
- We don't speak native language
- We only have 2 weeks



# Step III

## Segmenting

Different strategies, different target audiences...



# Segmenting our Audience

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## Tribe owners

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- Incubators
- Accelerators
- Co-working spaces
- Investors

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## Influencers

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- Meet-up owners
- Industry experts  
/consultants
- Media (bloggers,  
magazines)

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## Individuals

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- Startups



# Step IV

## Outreach Strategy

Cold emails are not quite legal...



# Our Approach

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## Tribe owners

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- Cherry pick & use LinkedIn invites

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## Influencers

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- Ignored (no time)

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## Individuals

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- Use contact forms on target websites
- Use public contact email used on website (e.g. Terms and Conditions)



# Step V

## Getting Replies

Analyzing results



# Examples of Replies we received

Hi Guys,

Thanks for contacting us, I'm \*\*\*, founder and CEO of \*\*\*

I welcome you to meet and have founder's talk.

Since I will be in office in the morning from next Monday thru Thursday, please drop in if you guys have free slot(s).

Let me know your available time.

Keep in touch!





## Examples of Replies we received

Hi Jeremy,

Thank you for your message!

My English is limited too.

I'm happy to see you soon at tokyo!

I'm going to NewYork from 11th, so shall we meet up from 6th to 10th?

I think I can introduce you Japanese restaurant and any other information if it is helpful.

Please let me know your availability.

I would be opened after 5pm on weekday (except Friday 7th 6pm-9pm).

And also free on 8,9th week-end all day at the moment.



## Examples of Replies we received

Hi Jeremy,

Thank you so much for getting in touch with me, and apologies not able to get back to you sooner!

I'm very much keen to meet up both of you. Currently I'm out of town and will be back to Tokyo tomorrow, will get back to you with my schedules.

For more information, my number is XXX (iMessage, Whatsapp)




## Examples of Replies we received

Thank you so much for your message. I'm the founder of \*\*\* (people call me \*\*\*) recently mostly working on other projects using machine learning.

I can probably take you to some startup party in Tokyo or introduce someone if you want.

Let me know your available schedule.

We can have coffee in roppongi.



You know you've done a good job  
when the Marketing Manager wants  
to see you too :)

Hi Jeremy,

I'm sorry for the late reply.

The founders are not in Japan at the moment but we could meet. I'm  
the Marketing Manager for Japan.

Let me know which day works best for you.

I know a really good sushi restaurant :)



## Results (in 2 weeks)

90 Valid Emails + 217 Contact Forms

↪ (10 bounced of the 100 emails sent)

76% Open Rate

26% Reply Rate

50 Replies Total

↪ 2 negative

15.6% positive reply rate

19 Meetings booked

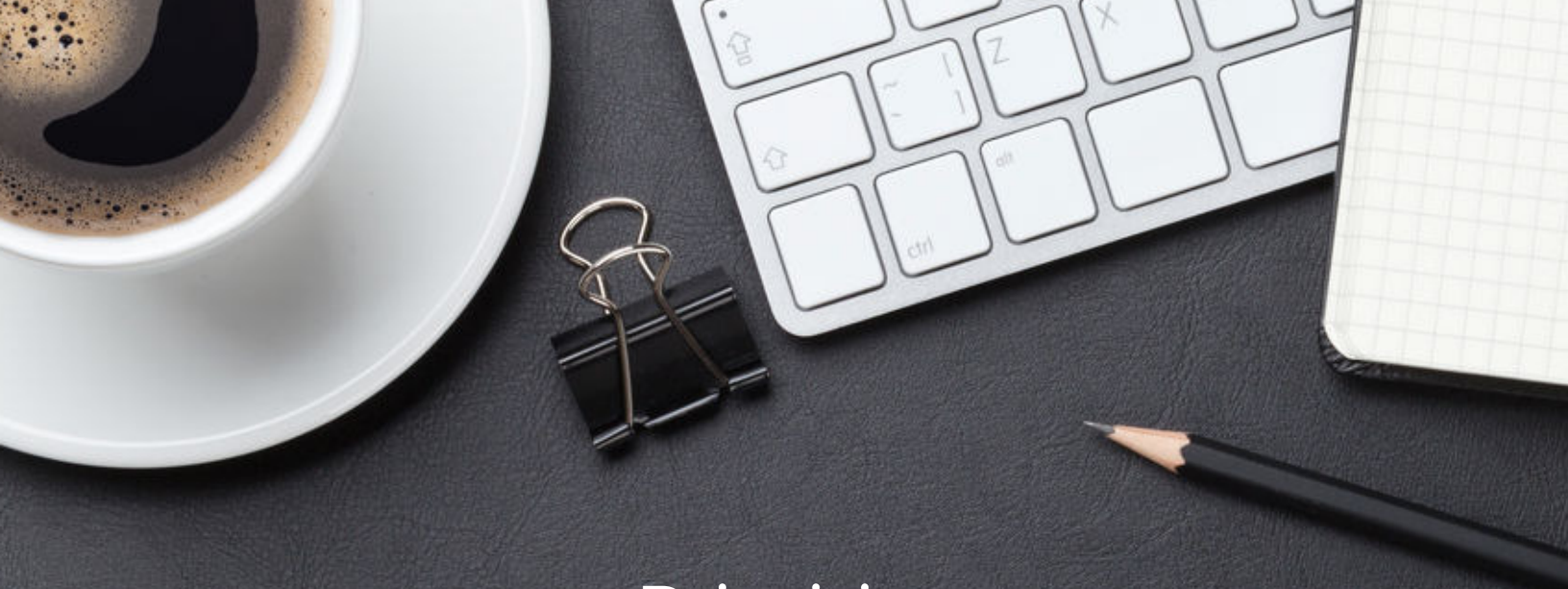
39.6% "positive reply to booking" rate



# Step VI

## Know Your Priorities

Why did we attend only 4 meetings?



## Priorities

We were happily surprised with the warmth of the answers we got, but although extremely fun and interesting, meeting with founders was not our 1st priority.

Our main goal was to shoot our video course on Cold Emails and those meetings proved to be very disruptive & time consuming.



# Want to see more?

- **Get the exact cold email templates we used (w/ follow-up)**
- **How we outsourced the entire prospecting effort**
- **How we got around gate keepers & avoided time wasters**
- **Learn the outreach hacks we used to boost reply rate**



Download the tactical guide

<https://quickmail.io/go/tokyo>

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And if you want to learn how to do cold emails the right way  
& get more replies, check out the podcast

<https://podcast.quickmail.io>