

Cold Outreach

Less is More

- Keep it short
- 3-5 sentences is ideal
- Be direct in your ask — can they respond with one sentence?

Email format

- Keep it casual - no “to whom this may concern”
- Draw a connection between you and the person on the receiving end
- Don't tell your life story. Short, sweet, and direct.

Email Purpose

- Informational Interview
- Tour office
- Hiring junior developers

Informational Interviews

- Specific time and place
- Ask about experience, projects, where they'd work next, what they'd change about their current role/team, advice for getting started in the industry
- Bring pen + paper, leave computer closed

Subject Lines Matter

Keep it:

- Short and real - lose the sales pitch
- Relevant and personal
- Consider how the snippet extends the subject line

Finding Contact Info

- <https://emailhunter.co/>
- Rapportive
- Vibeapp
- FindthatLead

Example Emails

Hi Sally,

I'm a web developer who recently moved to the Seattle area. I would love to hear more about your work, Fission Strategy, and the tech scene in Seattle more generally.

I'm particularly interested in Fission Strategy's focus on foundations and nonprofits.

Are you available to grab coffee at Tiny Cup at 4pm next Tuesday, the 28th? If that date/time doesn't work for you, let me know a time that's better for you.

Thanks,

Alex Ferrari

@aFerrari

alexferrari.com

555-555-1234

Example emails

Hi Massey,

I came across Scope Technologies and am intrigued with what your team is doing with construction software. As a former construction Project Manager turned Software Developer, I believe strongly in the need for better technology in the construction industry.

I would love to learn more about what you all are working on. Are you be available for coffee this Thursday (6/2) at 4 pm at Dazbog off of Curtis and 18th to talk about Scope Technologies?

Bertrude Stix

bstix.me

@bstix

727-333-9877

Reach out with questions

Slack: @liajames | @marissa

email: lia@turing.io | marissa@turing.io

Twitter: @lia_james | @_marissasmith