Cold Outreach I

Objectives & Deliverable

- Understand why cold outreach is effective for establishing professional relationships

- Implement strategies to contact mentors, alumni, and/or professional contacts who you'd like to meet

- Build a sustainable and meaningful relationship with a mentor

Deliverable:
Plan for reaching out to a mentor or alumni and/or a description of how you've already created a relationship with a mentor.

Opening

Getting ahead in your career comes down to who you know. Establishing strong connections with those in the technology community starts while you're at Turing.

- First of two sessions about outreach

- "Warm outreach"

The Why

Why should I reach out to mentors?
1. They are your community here
2. They **want** you to reach out to them

Why cold outreach? Why can't mentors just be assigned to students?
Learning how to reach out to others and create a network is an important skill

Finding the Right People

Ask yourself "what would I like to get out of a mentor relationship?"

- Project help

- Drills and homework help

- Learning about the industry

- Technical and/or behavioral prep

- Emotional support

- Learning about specific jobs/companies

- Learning about the tech scene in a certain location

Mentorship List

Go to the mentorship spreadsheet to find 1-3 people who fit your priorities.

Other things to keep in mind:

- Is your contact in Denver or remote?

- Does their schedule match up with yours?

Have an idea of how you would set up a meeting with a mentor before you contact them.

Actual Email Formatting

- Keep it short (5-7 sentences)

- Be direct and make it easy for them -- can they respond to you in one sentence?

- Keep it casual -- no "To Whom It May Concern"

- Draw a connection between you and the person on the receiving end -- why did you pick that person to reach out to?

- Don't tell your life stroy. That can come when you actually meet the person. Keep it short, sweet, and to the point

- Utilize the subject line

Email Purpose

What do you want to talk about? Go back to your highest priorities.

When you're ready to apply this to industry contacts, you may also consider:

- Informational interviews

- Visit their company and tour their office

- Company's process for hiring junior developers

Example Messages

Hi Jose,

My name is Gaby, and I'm a module two student in the Back End program at Turing. I'm originally from Chicago and would love to move back there after I graduate. I'd really like to connect with you to discuss your work and the tech scene in Chicago. I'm particularly interested in any advice you have for me during the rest of the program at Turing for how I can prepare for my job search and how I could get started in Chicago. I noticed on your schedule that you are available Wednesdays at 5pm -- are you free next Tuesday the 28th? Here's the Google Hangout link we can use. If that date/time doesn't work for you, let me know a time that's better for you.

Thanks,
Gaby Martinez
@GabyMartinez
gabymartinez.com
555-555-1234

Example Messages

Hi Jenna,

I'm reaching out because I'm currently in Mod Two of the Front End program at Turing, and I saw that you work in React. I'm about to dive into React more in my projects and would really appreciate any guidance you might be able to give me. And since you've been through the program too, I'd like to hear about your experience at Turing and any advice you might have on how to be successful. Are you be available to meet for coffee this Thursday (6/2) at 4pm at Dazbog off of Curtis and 18th? If not, please let me know a better date/time we could meet!

Thanks,
Stefan Morris
smorris.me
@smorris
727-333-9877

What Not to Do

Don't:

- Pick the first name on the list. Again, do your research

- Spell the mentor's name wrong

- Bull shit. Contacts can tell when you haven't done enough research about what it is you want to connect about

- Give up if you don't get an immediate response. Mentors are busy. If you reached out using Slack, try their email next

- Pretend you're an expert when you're not. They're called "mentors" for a reason -- ask questions!

Research & Execution Time

- **Haven't looked at the mentor sheet yet?** Spend time researching who you'd like to reach out to and then craft a message

- **Already meeting with a mentor?** Find someone else from the sheet to reach out to based on discussed.

Closing & Next Steps

Remember that the mentors **want** to hear from you, and you can create more than one mentor relationship

What Now: Create a relationship with a mentor that you'll build at Turing and sustain afterwards

Think Ahead: One of your deliverables in Module 4 is to write cold outreach emails to contacts from companies you're interested in. Use these strategies to build your comfort in cold outreach so that you'll be prepared to take the next step of applying them to your job search.