## **Cold Outreach Tips and Templates**

**1. Research First** Before messaging, research:

* The company’s current goals, projects, or challenges (via website, news, or LinkedIn).
* The hiring manager’s role (don’t message too junior or too senior unless appropriate).
* Any open roles (to refer to directly), or recent team activity (e.g., product launches, hiring sprees).

**2. Keep It Brief and Respectful**

* 3–5 sentences max.
* Use a polite, non-pushy tone.
* Express admiration and offer value—not entitlement.

**3. Show That You’ve Done Your Homework** Mention something specific about the company or department to make the message feel personal, not generic.

**4. Focus on How You Can Help, Not What You Want** Your message should say “Here’s what I bring” rather than “Please give me a job.”

**5. End with a Soft Call to Action** Avoid “When can I call you?” Instead use:  
 “Would it be okay to send over a short summary of how I could help?”  
 or  
 “I’d love to stay in touch in case a relevant opportunity arises.”

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## **✉️ Cold Outreach Templates**

### **Template 1 – Value-Based, Polite Approach**

**Subject:** Inspired by your team’s recent work on [Project/Initiative]

Hi [Hiring Manager’s Name],

I’ve been following [Company Name]’s recent work on [specific project or news], and I’m really impressed by [mention a detail].

With my background in [your field or skill], I believe I could support your team in [specific area]. I’d love to share a few ideas or learn more about what you’re working on.

I understand you may not be hiring right now, but I’d really appreciate staying in touch for the future.

Best regards,  
 [Your Full Name]  
 [LinkedIn Profile / Contact Info]

### **Template 2 – Targeting a Specific Problem**

**Subject:** Ideas for supporting [Team Name] at [Company Name]

Hi [Name],

I came across [Company Name]’s work on [specific problem or initiative] and was curious how your team is approaching [mention issue]. I’ve previously helped teams with similar challenges using [your expertise].

I’d love to share a few thoughts if you're open to it—no pressure, and I completely understand if now isn’t the right time.

Either way, I’ll keep following your great work.

Warm wishes,  
 [Your Name]

### **Template 3 – Recent Graduate / Early Career Version**

**Subject:** Admiring your work at [Company]

Dear [Hiring Manager's Name],

As someone starting my career in [industry], I’ve been closely following [Company Name] and your recent [initiative/product/news]. I’m particularly inspired by how your team [specific achievement].

I’d be grateful for the opportunity to connect and potentially contribute, even in a small way, through a junior or support role.

Wishing you continued success,  
 [Your Name]  
 [Contact Info / LinkedIn]

### **Template 4 – Warm Tone + Flattering (but sincere)**

**Subject:** Big fan of your work at [Company Name]

Hi [Name],

I hope you don’t mind the cold message—I'm reaching out because I’ve long admired the work your team does, especially [specific aspect].

I specialize in [skill area], and I’ve helped similar teams with [short example]. If anything like that ever becomes relevant at [Company Name], I’d love to be considered.

Thanks for all the inspiration—really admire your work.

All the best,  
 [Your Name]

## **🔄 How You Can Adapt These Templates**

Here are some additional tips:

* Replace “I specialize in…” with a specific skill + result (e.g., “I improved data quality by 30%…”).
* Mention a shared connection or interest when possible (e.g., “I noticed you also came from a public sector background”).
* Swap “cold message” for a more polite opener if they’re not comfortable being direct.
* Always personalize. **Never copy-paste without editing.**