



Approaching Startups for different kinds of roles

Career Coaching Session By Rhea Punjabi

What are the different kinds of roles you can apply for?

- Freelance
- Consultant
- Generalist Roles

Tip # 1. Clear Path

- Plan your services but pitch an offer
- Plan your ideal market
- Be specific (App Development vs Building connectivity apps for universities)
- Build a portfolio
- LinkedIn profile
- Cold Emails + Value Document

Subject: Quick Question

*Hey Roger, congrats on winning the best in Las Vegas award!
Figured you'd like this:*

*I've grown dozens of Instagram accounts for realtors over
the last few years and specialize in finding new customers, not
building followers.*

Would love to do the same for you. Let's talk?

Thanks,

Chris

Tip # 2. Power of FREE

- 5 free projects
- Start with friends and family
- Choose mini projects
- Variety of projects
- FB groups, LinkedIn DMs
- Ask for a testimonial

Tip # 3. Send Suggestions To Generic IDs and pitch to targeted email ids

- Mention how you admire the company
- Say you have a few suggestions to improve the product (give a hint)
- Request for the concerned person's contact details
- Don't pitch a thing
- An email later expressing interest to join the company

Tip # 4. Follow 80-20

- Don't Spam
- 80% results come from 20% of the work
- Send customized compliments

Tip # 5. Your Email has 5 Parts

- Subject Line
- Compliment
- Case Study
- CTA
- Email Signature

Subject Line: Quick Question

Dear (Name),

Compliment

I recently discovered (company name) and I am deeply impressed with your work, especially xyz. I would love to help you create a website that is as spectacular as everything else you do.

Case Study

I have spent the past (number) years building beautiful websites for companies of all shapes and sizes, including (previous client) and (previous client). My comprehensive knowledge of graphic design and various content management systems makes it easy for me to build completely customized websites. This includes websites with advanced features such as eCommerce functionality and paid membership areas.

CTA

Are you ready to take your website to the next level? Book a 30-minute phone consultation with me at (link) and let's figure out how I can help you.

Thank you for your time,

(Name)

(Website)

(Email address)

Tip # 6. Subject Lines 2-5 words

- Quick Question
- Name, Quick Question
- Something for you, Name
- <Name> Recommended I get in touch

Tip # 7. LinkedIn Location Worldwide

- Location Worldwide
- Remote

Tip # 8. Connect with busy freelancers

- Offer to take on their extra work
- Think of a bouquet of services you both can offer together

Tip # 9. Update People about your work

- Publish on FB, IG, LinkedIn etc

Tip #10: Remember Value Validation Project?

Tool: Warmer.ai

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Examples

<https://www.linkedin.com/in/vedikabhaia/>
<https://www.linkedin.com/in/unnatibagga/>

Assignment

Send 3 emails to startups and share screenshots with us.