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THE ART OF COLD EMAILING



My top
10 tips



Swipe >



A Thread



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Cold emailing is the act of sending an email (or a DM) to someone who doesn't know you (hence the word, cold!)

Every day I get 300+ emails, most from those I do not know, and a shocking number of them are poorly written.

Here are 10 things that work for emails that I reply to



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1. A different (but not aggressive) subject line

Ask yourself, what is the most likely subject line that EVERYONE will tend to write.
And then DO NOT write that.

What works?

Personalization (I think Vidur and Uzma will love this)

Intrigue (This is when I first saw you)



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What doesn't work?

Common themes (Seeking investment; Job application)

Aggression (Your content sucks - true story btw. It was used only to catch attention)

Buzzwords (AI/ML startup by Stanford founder)



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2. The salutation

It is crazy how this small thing is so impactful.

How do you start your email?

**Hi Ankur / Hey Ankur / Good Morning Ankur /
Dear Mr. Warikoo etc**

Adding harmless emoticons helps (Smiling face with smiling eyes)



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The worst ones?

Dear Sir/Ma'am (ridiculous how many of these I get everyday)

Hi (that's it! Nothing else. Just a hi!)

Wasssup bro (I am not your bro!)

Guru Ji (please!)

The idea is to strike a warm connect over a medium where your words are reflecting your emotions.



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3. The purpose

Assuming you are writing to someone busy, you do them a world of good when you state the purpose of the email right upfront.

This way, they know what you want from them.

It is critical you do not dilly-dally in the purpose. That just makes it hard to decipher.



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Worst ones?

This is for a potential collaboration that we
wish to explore (loose af)

Trying to explore synergies

Want to see where I can fit in the team

Good ones?

I want to show the progress of my startup,
current traction and see if you would be
interested to invest?

Simple!



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4. Relevance

This is the crux of the conversation where the best emails establish relevance.

This requires homework, research and customization.

Which is why, you cannot, by definition, send more than 3–5 cold emails a day.

Anything more and you are most likely doing it wrong.



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You have to, in this section, find
Sender-Receiver-Fit (SRF)

You as the sender, have something to offer or ask, that fits what the receiver is seeking or willing to offer.

When you do not get a reply, it is because there was no SRF.



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5. The ask

Post attempting SRF, you ask.

Clearly and precisely.

Mistakes people often make?

1. Assume on behalf of the receiver (oh, this must not be imp for them)
2. Ask broadly (I am looking for guidance!)
3. Not ask at all (hoping to hear from you)



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6. Follow up

This is where most people fail. They take no response as rejection. While in most cases, it may simply be lack of priority.

Always follow up - once.

And in the follow up ask, specify your next step...



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“To make it easy for you, in case I do not hear back, I will assume this isn’t priority right now. I respect that.”

“In case I do not hear back, I hope it is fine that I check back in x. Please let me know if you would much rather not hear from me.”



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7. Myths about cold emailing

It is about how good your English is.

NO!

It is not about your grasp over the English language.

Establish your comfort.

The key is to communicate, not to impress.



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8. Myths about cold emailing

Cold emailing doesn't work.

No!

Cold emailing works.

I have made it work for myself and on a daily basis I hear from people who have created opportunities simply by sending an email.

Remember, if you do not ask, the answer is always no.



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9. Use cases which work the best

Hiring

Send emails to the hiring manager, not to HR.

They need the candidate more than HR.

Mentoring

Send emails to those who could help you in life, through their experiences.

Feedback

To solicit views on how you are doing, what you are doing



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10. The golden tip

The best cold emails I have got have one thing in common

They are authentic (you can make out from the way the email is written. For instance, no one uses the phrase “any inconvenience caused is deeply regretted” in real life)

They sound human!



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For all those in your 20s, use cold emails to create opportunities that you didn't know existed for you. This is your exploration tool.

For those in your 30s, use cold emails to build a network that builds on your identified strengths.



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And always remember life's simple truth

If you do not ask, the answer is always no.



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Sample of a poor email

Hello creator,

Greetings of the day!

I am Yash Jain, a digital marketing freelancer. I have a client on board who is willing to collaborate with you on your youtube channel. They have a trading platform for not just the experts but for beginners too.

I would like to discuss this potential partnership with you and would like to know your commercials for a dedicated as well as an integrated video.

Please do share your contact details so that we can communicate things more smoothly and probably build a business relationship for more such collaborations in the near future.



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Poor email. I know it's just a 18YO and I would frankly reply to this email too, but it is an example of an email that will not have a high response rate.

Hello Sir
I am Ga [REDACTED] rvedi, 18years old
I love to watch your videos ❤
But I have a- lot of questions a list of them- which I want to ask you.
Please tell me that how can I connect with you- I won't take much of your time.
Please it would mean alot to me
Waiting for your reply
Thankyou!



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Extremely poor email

Hi,

Implementing a business idea and finding an investor is a difficult task. A mentor like you is required. Is it possible that you can organize a startup hunt for investment? I have an amazing startup idea with me. But need an investor for implementation.

Looking forward to hearing from you.



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Good cold emails I would (and have) respond to

Hello Mr. Warikoo,

I hope Waricrews are having a great time creating content and changing lives!

Your AMAs are a great source of awareness, the kind of content I try to find through videos, posts, or maybe some readings! It gets saved in your highlights afterwards, which is again great!

Let's think about the following:

How accessible is it? Not very!
If I need to search something about a particular topic that you discussed in your AMAs, could I directly search for it? No!

Some of it might get repurposed, some of it might get searched for, but most of it has been archived!

I believe it would be a good idea to document it. I see Medium is not a channel you actively create content on. However, I feel if we are to repurpose Instagram's content to make it searchable, Medium is a great channel to try this on.

I have tried structuring the last AMA on content creation. Let me know if you find this useful. I'd love to volunteer my time towards the brand you are building.

Heya Ankur,

Would keep this a bit informal, because hey, you anyway receive 1000 formal emails everyday! — and I read somewhere (Twitter!) that you only reply to less than 5% of them.

So, here we go... Simran here. You can call me Sim.

I came across your post on Instagram, where you talked about your team and where they belong from. Was shocked to see Mumbai wasn't on that list. And I would be more than happy to put a major city on that list — and a truckload of talent in your team.

Now, **about me...**

I'm a copywriter and content writer and work as an independent contractor (*don't like using the term freelancer as it's widely misunderstood!*). I can help you with:

- website copy
- social media copy
- email copy
- blog posts

I've worked with companies ranging from startups to Fortune 500s — the likes including Netflix, Microsoft, Duolingo, Electronic Arts (EA), Aditya Birla Group, Hubilo, BeyonData, among others. You can check out my LinkedIn profile for my educational qualifications and professional work



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and some more

Hey Ankur,
Hope you are doing well.

In the recent months, I have been a regular admirer of your content on YouTube and for a long time have been inspired by your posts on LinkedIn.

Your videos have helped me a lot in my recent decisions and future plans, so first of all thank you for that.

This mail is regarding a pitch to have a Discord Server for your YouTube Channel. Discord server will help you to tap into your audience better and give them an interactive space & a platform to come together and discuss topics related to your videos.

To help you understand how having a Discord Server will increase your audience base, I will be covering the following things:

- What is Discord? How is it being used by content creators?
- How having a Discord Server can help to grow the Ankur Warikoo Channel?
- How Discord can help you to have live sessions on YouTube with your Members/Subscribers (Just like the way you do on Instagram)?

What is Discord? How is it being used by content creators?

Discord is a community social media app
(Became popular for Gaming but now is being

Hey Mr. Warikoo,
I'm an 18 year old engineering student and a freelance product designer.
Yesterday afternoon I was going through your website to look for your Startup course and I found that your website's interface could be made better.
So, yesterday afternoon I gave a shot at redesigning your landing page and here is what I came up with (click the link):
<https://www.figma.com/file/3whWFZym7J15wKGhr2MLF0/warikoo-redesign?node-id=4%3A0>

Funny thing, today evening while scrolling through my subscriptions feed in Youtube I found your video on internships and you talked exactly about what I was going to do! i.e. pitch with the ready product.
Coincidence? I don't know. Anyways, do check the redesign and if you like it, I'd love to work on the other pages of your website.
P.S: Just remember that the design is not yet personalized to your needs and therefore could be made way better than the sample I sent.



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And one of my favorite cold emails of all times :)) This goes out to one of my favorite thinkers, Kunal Shah

Ankur, you don't know me. Hi I'm Shuja. I hope this email goes over well. Wish me luck

I'm a 23 year old guy who write raps for people & brands (I know it's weird. Trust me, I still can't explain it to my parents)

I got your email from your website

At this point, I usually talk about the problem and how a rap can solve that. Ankurwarikoo dot com looks amazing content wise. You don't really need a rap

But imagine having a personal rap you can flex in front of Kunal Shah sir. He didn't respond to my emails so that's the price he has to pay now. And also those Sequoia board members you don't like. Show them who's the bawse of the sauce

Next friday Twitter thread could be a rap.
Gang gang

What's the urgency? I could die tomorrow and Eminem would be out of budget so use me while you still can.

As you say awareness over ignorance. Let's make them aware who's the real O.G.

Bad idea?

Thanks for reading this. Stay safe



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