

# How to Cold Email

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What is a cold email:

**“A cold email is an initial email that is sent to a receiver in order to gain a benefit in terms of favor, sales, opportunity, or any other dual-sided gain”<sup>1</sup>**

Cold emails are difficult because 1.) You have no relationship to the receiver, and 2.) you don't have verbal feedback so you can't modify your approach on the fly.<sup>2</sup>

There are few general principles you can follow to increase your response rate from cold emails.

## 1. Tailor the Message

Do the research on the receiver. Make sure you understand what that person does, why you are contacting them specifically, and how you two have a shared interest.

Make it clear why you are emailing them, as opposed to anyone else. In the case of many students seeking mentorship, make sure to mention a brief understanding of the mentors research, and why you're interested.

## 2. Validate Yourself

Of course, you have to make yourself credible if you want to gain a relationship from this email! Try to mention things which may make yourself enticing or adds a personal touch.

For kids at TJ, mention that you go to the number one ranked high school according to USNews (if the receiver doesn't know what TJ is). While this may seem overbearing, it really does add to your email.

If you want, attach a resume, transcript, LinkedIn, or anything really. For students who may have a research portfolio, or some link to their personal projects, add them! All of these things help make you stand out, and show that you have the skills, and the interest, to work with them

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<sup>1</sup> <https://www.saleshandy.com/blog/cold-email/>

<sup>2</sup> <https://hbr.org/2016/09/a-guide-to-cold-emailing>

### 3. Explain what you Want

Make sure that the receiver knows what you want, and how they can benefit. This is the easiest step but the most crucial! Do not forget it!

For students applying for mentorship, make sure to say that you want to work with them over the summer (or whatever timeframe). If you're asking them to sponsor your project, ask them if they are willing to help guide and support you through your research.

### 4. Conciseness with calls to Action

No one will read an email that is incredibly long. In fact, most TJ students won't even read a full Facebook post, why would mentors read a long email from someone they don't know?

Keep your emails short. You don't have to include everything, just your selling points. Try to stay under 200-300 words.

Include a call to action. This makes it easier for the receiver to take the next steps. For example, something like: "I would be happy to sit down in an interview to talk more with you" will automatically lead the receiver to two options, they either decline or accept.

### 5. Be Appreciative.

Always make sure to thank them for their time. Duh.

### 6. Personalize

Small things added to your email will make you seem more sincere. A different closing phrase, adding a portfolio, making the email flow, all adds to the effectiveness of a cold email.<sup>3</sup>

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<sup>3</sup> <https://quickmail.io/cold-email-personalization-the-complete-guide>