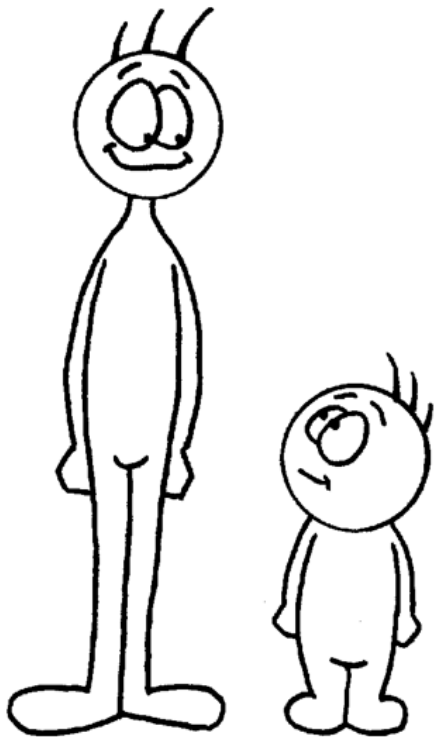


Cold Outreach



Keep it **short**.

3 – 5 sentences is ideal.

Think: **Can they respond in one sentence** from their phone?

A solid teal square occupies the left side of the slide. Inside the square, the text "Catch their attention" is written in white, sans-serif font, centered vertically and horizontally.

Catch their
attention

Casual is the name of the game.



Say NO to “*to whom it may concern...*”

Subject Lines Matter

6 Ways I'd Love to CW Dev Team Bring Clean Water to the World

Hello from a fellow gummy bear lover

Interested in Your Junior Developer Apprenticeship

How I lost your Sperry's... And why you should meet with me



Zachary Rivest

to me ▾

12:37 PM (1 hour ago) ☆



~Zachary Rivest

Please excuse typos and misspellings; this message was sent from a phone.

----- Forwarded message -----

From: "Zachary Rivest" <zrivest@gmail.com>

Date: Nov 22, 2013 2:38 PM

Subject: Hi Lisa! My last name is French just like your pastries!

To: <lisa@brighttag.com>

Cc:

Okay,

Sorry about that. I just graduated from Dev Bootcamp, and a piece of advice that was passed on to me, was to use a catchy subject line. That was my attempt. I hope you can forgive me and look past it. :)

As I mentioned before, I just graduated from Dev Bootcamp, and I'm currently looking for my first job. Not just any job though, a job where I can continue to learn and grow as developer.

With that said, I was wondering if Brighttag offers apprenticeships? If you do, I'd love the opportunity to chat more with you or someone else in the BrightTag community.

I hope to hear from you!

Best,

Zachary Rivest

Dev Bootcamp Graduate (Nov 2013)

B.A. English and Secondary Education

Cell: [630-854-3613](tel:630-854-3613)



Zachary Rivest

to me ▾

2:29 PM (0 minutes ago) ☆



~Zachary Rivest

Please excuse typos and misspellings; this message was sent from a phone.

----- Forwarded message -----

From: "Lisa O'Keefe" <lokeefe@brighttag.com>

Date: Nov 22, 2013 7:26 PM

Subject: Re: Hi Lisa! My last name is French just like your pastries!

To: "Zachary Rivest" <zrivest@gmail.com>

Cc:

Zach, hi! I thought your opening line was fun and a bit goofy and I like goofy. Thank you for being interested in apprenticing at BrightTag. We still have one apprentice slot open and hope to fill it by 12/6. I have a good group of candidates already but don't want to leave you out. Is there any way you can meet me Tuesday at 3p?

Thanks.

Lisa

Templates

SUBJECT	Noah from the DrinkUp	Example	Use Template
TO	Chad		
MESSAGE	<p>Chad,</p> <p>I really enjoyed eating tacos and talking to you tonight.</p> <p>Here's the article about how doing less makes you more money:</p> <p><u>The Disciplined Pursuit of Less</u></p> <p>Love to keep in touch.</p> <p>Noah</p>		
	Use this template		

SUBJECT

Your name

from

Event Name

Template

View Example

MESSAGE

Recipient's Name

,

Reminder of your interaction

This should be the item that you told them you'd follow up with

Optional: Include call-to-action if you wanted a specific follow up item (lunch, mtg, golf game, etc...

Love to keep in touch

,

Your Name

Cancel

Open in mail client »

SUBJECT

Intro to Dominic?

Example

Use Template

TO

Charles

MESSAGE

Hey Charles,

I saw that you know Chad from DesignGems via LinkedIn.

We are working on a new game that will help his business grow.

I'd love if you can forward the below email to him.

Thanks

Noah

Hey Chad

Please meet my friend Noah who runs Burrito Inc. (CC'd)

He is a person you should definitely know.

His company is growing really fast using some techniques he wanted to share with you.

I recommend you two email to see if talking further makes sense.

Sincerely,

Charles

Use this template

SUBJECT

Intro to person you want to be introduced to ?

Template

View Example

MESSAGE

Hey Recipient's Name ,

I saw that you know person you want intro to from company name via method you found out they are connected .

The value you can provide to the intro person

I'd love if you can forward the following email to him.

Thanks ,

your name

Hey intro person's name

Please meet my friend, your name (CC'd), who runs your company name .

He is a person you should definitely know.

Benefit to the intro person about why you should meet

Call to action you want with the intro person

Sincerely ,

your contact's name

Cancel

Open in mail client »

A solid teal square occupies the left side of the slide. Centered within this square is the text "Find them" in a white, sans-serif font.

Find them

Email Name Game

first initial +last name@companyname.com

last name@companyname.com

first name@companyname.com

first name+last name@companyname.com

first initial+last initial@companyname.com

first initial+last name@companyname.com

first initial.lastname@companyname.com

first initial@companyname.com

[Newer](#) 8 of 21 [Older](#)

Rahul Vohra



rahul@rapportive.
com

San Francisco

CEO at Rapportive



@rahulvohra



Hey yo, I'm coming down to Mountain View this evening. Holler if you're about! 2 hours ago



Super-excited: @rapportive just raised \$1M from an all-star lineup of investors! Now the real work begins :) 1 day ago



Facebook



LinkedIn



Skype

CrunchBase

Rahul is CEO at Rapportive;
Co-founder at mo.jo.

rapportive

Get rich contact profiles right inside Gmail.

Rapportive shows you everything about your contacts right inside your inbox.

Add Rapportive to Gmail

Free add-on for Firefox, Safari, Mailplane, and Chrome.

You've got mail...



Who is this?

See their happy smiling face.



Where are they?

See if they're nearby, and arrange to meet.

SnapBird

Search beyond Twitter's history

SEARCH

Someone's timeline

WHO?

felska

FOR

gmail

FIND IT!

HEY FELSKAJ!

Searching *felska*'s tweets for gmail



felska @wishfulnals I am and would love to connect! Email me: felskaj@gmail.com
20 Feb 13 from Sprout Social



felska @MattTenney1 Absolutely! Email me (felskaj@gmail.com) and we'll find a time!
19 Feb 13 from Sprout Social

550 tweets searched.

Haven't found what you're looking for?

[Search more tweets](#)

Snap Bird has matched

2 tweets

out of

550 searched

dating back to the morning of

Jan 24th, 2013

[PERMALINK](#)



Now
What?

So... What Should I Ask For?

Do you have an apprenticeship program?

Could I come tour the office?

Do you hire junior developers?

Are you still taking candidates for x position?

Informational Interview

Informational Interviews

Suggest somewhere
convenient for them

Ask for a specific date and time

Come with questions & a
notebook w/pen



Go write
your first
cold
outreach



Stay connected!



@juniordevjobs



/devbootcamp



blog.devbootcamp.com



lia@devbootcamp.com