



COLD EMAILING

THE KEY TO EFFECTIVE NETWORKING

OVERVIEW



A cold email is an unsolicited email sent to professional individuals as part of the networking process. They are important because:

1.

Most industries are primarily relationship-driven. The majority of opportunities are found and secured through the people you connect with.

2.

Information is key. Setting up coffee chats and calls through these emails allow you to learn more about industry trends, company culture, and receive crucial advice.

3.

Your network can dictate your career trajectory. People who know you will want to work with you, reach out to you, or recommend opportunities to you.

STRUCTURE



Dear XYZ,

1-2 Sentences:
Who I am, what I want

1-2 Sentences:
Qualify interest

1-2 Sentences:
Qualify candidacy

1 Sentence:
Make an ask

Best Regards,
Your Name

DOS AND DON'TS



DOS

- Be polite, direct, and to the point
- Highlight your connection and make it apparent (same school, firm, etc.)
 - "I found your email in the alumni contact sheet"
 - "When I interned at xyz last summer, Bob spoke highly of you"
- Ensure your email is grammatically correct!
 - Have someone proofread if needed
- Specify the niche they work in that you are interested in, rather than broader space
 - Ex. Reach out to VC about early-stage consumer internet companies, rather than just tech startups
- Utilize referrals, introductions, and close connections (more on this later)

DON'TS

- Don't feel entitled to their time
 - In the email, word it along the lines of "would you be willing/would it be possible for a quick 15-min call?"
- Don't make your message extremely long
- Don't send a generic message – add customization to the specific individual you are reaching out to

WARM CONNECTIONS



THE GOAL FOR EVERY COLD EMAIL

- Cold emails are more likely to receive a response if they are through a referral, introduction, or close connection
- How do we build these relationships?
 - Reach out to people you know and ask for recommendations of people to talk to
 - After you successfully get in contact with someone, ask at the end if they can refer you to even more individuals to reach out to
 - Continuing this cycle of conversation and asking for referrals will exponentially increase the amount of people you can get in touch with
- Subject Lines for Email:
 - Coffee Chat Request | Referred by Jacob
 - Inquiry about Internship | Referred by Julie



COLD EMAIL SAMPLE



USING WHAT WE JUST LEARNED, HOW CAN THIS COLD EMAIL BE IMPROVED?

My name is [REDACTED] and I am a third year chemical engineering and data science student very interested in participating in the machine learning research in your laboratory.

If you are willing to consider me as an undergraduate applicant, I believe I have some special skills and interests that make me well-suited for a position in your lab. First and foremost, I find myself particularly fascinated in your research because of my active interest in machine learning and its application to chemistry. I have taken the lower division computer science prerequisites at UCLA, as well CS 180 (an algorithms class). I am currently in CM 146 (Machine Learning) and I am in the process of completing an online Machine Learning course offered by Coursera, while also improving my programming abilities on the side. I believe that machine learning has tremendous potential as a computational tool to optimize processes and experimental setups in the scientific world, and I hope to partake in this kind of research with your lab.

I am intrigued by your lab group's use of machine learning to optimize electrode design, and I was excited to read about your lab's neural network for predicting electrocatalytic activity for N_2 reductions in your 2020 publication *Machine-Learning Enabled Exploration of Morphology Influence on Wire-Array Electrodes for Electrochemical Nitrogen Fixation*. I find myself extremely excited about scientific advancements such as this one, and I would be very enthusiastic to get involved with related research through your laboratory.

A second factor that I believe makes me a good candidate for undergraduate researcher in your lab is my past research experience, both in college and in high school. I have been working on an immunotherapy study under a graduate student in Dr. Jing Wen's lab in the immunology department as well as a nanomedicine study for Dr. Lu's lab in the chemical engineering department. I also worked on an 11-month protein formulation project while in high school. I was able to co-present a poster for this project at the PepTalk: Protein Science Week Conference held in San Diego in January 2019.

I am looking to move away from the biosciences and more in the direction of computational and applied chemistry, but I believe the critical-thinking and problem-solving skills I have developed from my prior research can carry forward and benefit me in my future research.

If you have any availability in the upcoming week to discuss any openings in your lab group, I would greatly appreciate the opportunity. I have attached my CV for your reference. Thank you very much for your time and consideration and I look forward to hearing from you soon.

IDEAL COLD EMAIL EXAMPLE



HERE IS HOW WE WOULD'VE
TWEAKED IT:

- Highlight how his interests relate to the lab's work
- Emphasize the technical skills he developed/obtained through previous experiences
- Make everything concise

My name is [REDACTED] and I'm a third year studying chemical engineering and data science looking to participate in research at your laboratory.

I recently read about your lab's neural network for predicting electrocatalytic activity for N_2 reductions in your 2020 publication *Machine-Learning Enabled Exploration of Morphology Influence on Wire-Array Electrodes for Electrochemical Nitrogen Fixation*. I'm excited to learn about the advancements in using machine learning to optimize electrode design and hope to get involved with related research through your laboratory.

I am looking to move away from biosciences and towards the direction of applied electrophysics, which would allow me to pursue my passion for both machine learning and its applications to optical physics. However, I believe the critical-thinking and problem-solving skills I developed from my prior research will be an asset to your laboratory. I'm currently designing microfluidic chips through AutoCAD in Dr. Jing Wen's lab in the immunology department, and have synthesized nanocapsules in Dr. Lu's lab in the chemical engineering department. In the past, my research on protein formulation was selected to be presented at the PepTalk: Protein Science Week Conference.

If you are available, I would love to discuss any openings you may have in your lab group. My CV is attached for your reference. Thank you for your time and consideration, and I look forward to hearing back from you soon.

CHALLENGE



#1: Cold email 5 professionals at a lab/company you want to work at

- Send emails asking for a coffee chat/informational interview
- Goal is to learn more about their position or the company as a whole

#2: Build as many warm connections as possible

- At the end of every call/in your thank you email, ask if they have any other individuals they would recommend you reach out to
- Make sure to ask for recommendations each time – this will exponentially increase the number of people you can contact

OVERALL OBJECTIVE:

Every pledge must secure an internship/research/shadowing opportunity for the summer or upcoming school year by the end of the pledging process