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**Nik Sharma**   
@mrsharma

On Tuesday, I wrote a cold email from my bed to [@mcuban](#) to be on [@MorningBrew](#)'s podcast.

I followed my usual format:

- no fluff
- gave social proof
- showed why it's important to me
- went for the ask with no BS

Response time: 2 min

It worked. The interview is now live!

Morning Brew Podcast (1.5M listeners) [Listen on Spotify](#) [Listen on Apple](#)

Me to Mark

Hey Mark,  
My best friend owns a media company called Morning Brew (1.8M subs), and they have a called Business Casual (1.5M downloads) where they interview the best in business.

Would you be down to do a podcast interview with them?

As someone who reads your book when I was growing up, this would be dope for me to hear.

Here's the Spotify link to their podcast show - [https://open.spotify.com/show/7nc7QGdTeKEtFSRxOBKh7nI+9MVCLkBgSwv\\_aLvgwvYsw](https://open.spotify.com/show/7nc7QGdTeKEtFSRxOBKh7nI+9MVCLkBgSwv_aLvgwvYsw)

Mark to Me

Yes

Me to Mark, Josh & Austin

Awesome. Adding Josh who can coordinate, and Austin, the founder of Morning Brew!

Thanks Mark

negotiating a stimulus deal with D.C.'s top brass? Do you know what you'd say? And what you'd lobby for? Mark Cuban does. This week on Morning Brew's Business Casual podcast, Cuban—... [see more](#)

MAR 26 • 48MIN

**Mark Cuban**  
Owner of the Dallas Mavericks and entrepreneur

Mark Cuban on COVID Responses: Perfection Is the Enemy

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2:34 PM · Mar 26, 2020 from [Manhattan, NY](#) · Twitter for iPhone

65 Retweets 921 Likes



**Nik Sharma** @mrsharma · Mar 26

Replies to [@mrsharma](#)

Most "busy" or "important" people check their own email, and they always have it open.

Never underestimate the power of a cold email or cold DM.

Cold emails are what have gotten me to where I am today in my career.



**Nik Sharma** @mrsharma · Mar 26

The reason I love sharing the cold email examples is it's a great reminder of copy that's straight and to the point.

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## Relevant people



**Nik Sharma**   
@mrsharma

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Investor, operator & advisor to your favorite brands at [@SharmaBrands](#). Text me: 917-905-2340 ~ I send out daily DTC tips & tricks there, too



**Mark Cuban**   
@mcuban

[Follow](#)

Entrepreneur. Shark tank. Investor. Mishegas. Author. [blogmaverick.com](#), Dad, world's worst joke teller



**Morning Brew**   
@MorningBrew

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## What's happening

US news · **LIVE**

**US protests: Public viewing underway for George Floyd at Houston church**



COVID-19 · **LIVE**

**COVID-19: Updates for the US**



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R&B and soul · Trending

**Amy Winehouse**

2,911 Tweets

Politics · Trending

**Declare the KKK**

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6/8/2020

Nik Sharma on Twitter: "On Tuesday, I wrote a cold email from my bed to @mcuban to be on @MorningBrew's podcast. I followed my u..."



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Life is just a game of click through rate 😂

11



110



**Nik Sharma** @mrsharma · Mar 26

The podcast itself is amazing. You can listen to it below:



Apple: [podcasts.apple.com/us/podcast/mar...](https://podcasts.apple.com/us/podcast/mar...)

Spotify: [open.spotify.com/episode/2O5pzL...](https://open.spotify.com/episode/2O5pzL...)



GIF

1



21



**Andrew Testa** @andrewtesta · Mar 26

Replying to @mrsharma @mcuban and 7 others

When I was a senior at @SetonHall writing for @Setonian, I cold emailed @mcuban to ask him to comment on an alumni player on the Mavs for a Where Are They Now piece and he got back immediately with an insightful, thoughtful quote. Mark is awesome.

2



8



**Nik Sharma** @mrsharma · Mar 26

He's by far my favorite entrepreneur. I wasn't star-struck when I met Beyonce, but I bet I would be when I meet Mark

1



7



5 more replies

6/8/2020

Nik Sharma on Twitter: "On Tuesday, I wrote a cold email from my bed to @mcuban to be on @MorningBrew's podcast. ↪ I followed my u..."



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# Morning Brew Podcast (1.5M listeners)

media companies

morning brew



Me to Mark ▾

MAR 24

Hey Mark,

My best friend owns a media company called Morning Brew (1.8M subs), and they have a podcast called Business Casual (1.5M downloads) where they interview the best in business.

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...

Mark to Me

MAR 24

Yes

...

Me to Mark, Josh & Austin ▾

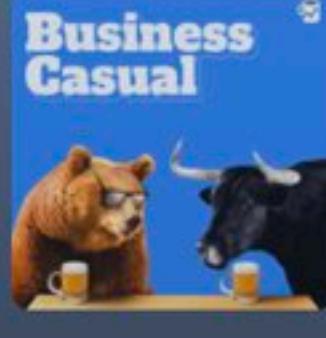
MAR 24

Awesome. Adding Josh who can coordinate, and Austin, the founder of Morning Brew!

Thanks Mark

...

2:24 ↗



# Mark Cuban on COVID Responses: Perfection Is the Enemy of Progress

[PLAY](#)

What would you do if you were in the room negotiating a stimulus deal with D.C.'s top brass? Do you know what you'd say? And what you'd lobby for? Mark Cuban does. This week on Morning Brew's Business Casual podcast, Cuban—... [see more](#)

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