



Nik Sharma ✓
@mrsharma

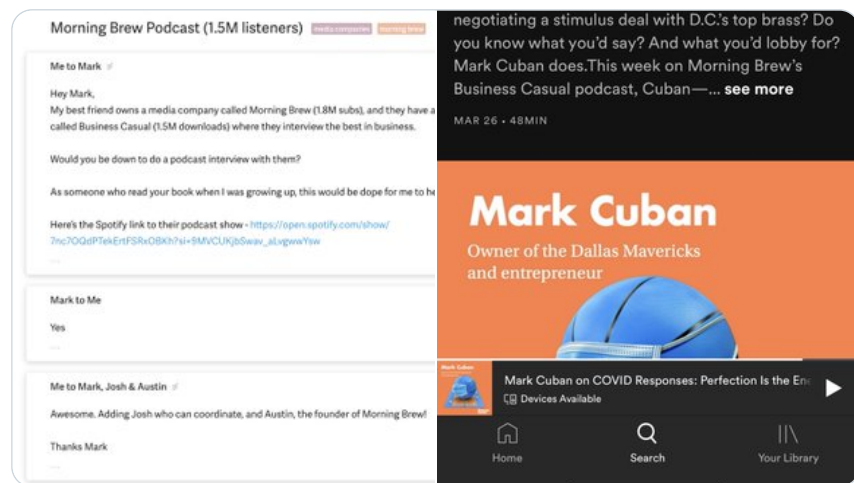
On Tuesday, I wrote a cold email from my bed to @mcuban to be on @MorningBrew's podcast. ✉️

I followed my usual format:

- no fluff
- gave social proof
- showed why it's imp't to me
- went for the ask with no BS

Response time: 2 min ⌚

It worked. The interview is now live!



2:34 PM · Mar 26, 2020 from Manhattan, NY · Twitter for iPhone

65 Retweets 921 Likes



Nik Sharma ✓ @mrsharma · Mar 26

Replying 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.

7 6 137



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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Nik Sharma ✓
@mrsharma

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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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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...

Spotify: open.spotify.com/episode/205pzL...



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



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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.

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

As someone who read 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/7nc7OQdPTekErtFSRxOBKh?si=9MVCUKjbSwav_aLvgwwYsw

...

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

...



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**

MAR 26 • 48MIN

Mark Cuban

Owner of the Dallas Mavericks
and entrepreneur



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

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