

Practice writing emails



LECTURE
SUMMARY

Covered in this lecture:

How to structure your emails
and what to write

Taught by:



▶ 1. Introduction: 1-2 sentences (personal)

- say where you found them and mention the problem you noticed they have

▶ 2. Two sentences about why you want to talk

- say you want to solve their problem and you need their help in order to do that

>> Techniques you can use to get them to talk to you:

- appeal to their pride ("You appear to be an expert")
- appeal to money
- imply association - mention that you know people in a space that the person cares about

▶ 3. One sentence scheduling a time

- "Are you available to talk Wednesday at 11:00 AM?"
- it's easier if you propose a specific time
- you can use online scheduling softwares to let them pick a time

See you next lecture!