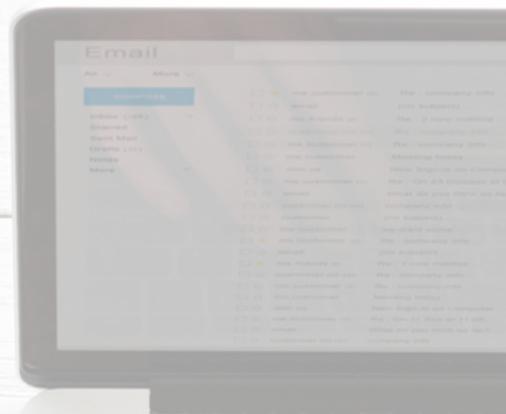


FILL IN THE BLANK JOB HUNT

ESSENTIAL
EMAIL
TEMPLATES FOR
THE JOB SEARCH



BY SELF MADE MILLENNIAL

FILL IN THE BLANK JOB HUNT

ESSENTIAL EMAIL
TEMPLATES FOR THE
JOB SEARCH

Brought to you by

Self Made Millennial

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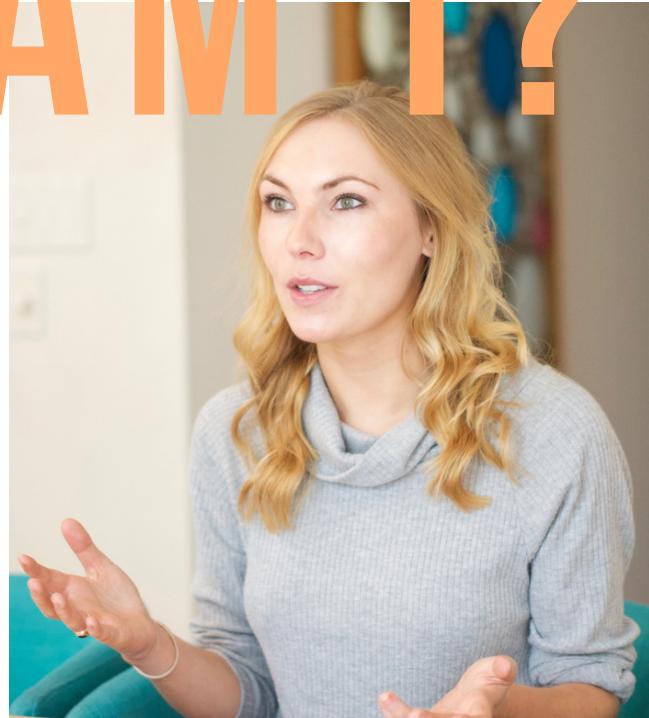
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WHO AM I?

CREATOR OF SELF MADE
MILLENNIAL
HR AND RECRUITING
LEADER



Hey folks, I'm Madeline Mann, I built Self Made Millennial to provide you with **rapid fire, battle-tested advice and resources you need to find your career and excel in it**. These videos and resources are meant to provide the career counseling that many of us never had, with **up-to-date information about what the modern workplace and job market is telling us**.

Since releasing Self Made Millennial in 2017, I **have received hundreds of testimonials** from professionals who got the job they dreamed of, earned the raise that was well beyond what they thought was possible, met prominent people who they had never had the courage to approach, and more. The stories are staggering. I can't wait to hear yours.

In addition to running Self Made Millennial, I lead HR and Recruiting at a tech company in Los Angeles, host corporate workshops, and have a love for both playing and designing board games.

HOW DOES THIS WORK?



IT'S EVERY JOB HUNT EMAIL YOU NEED, READY TO COPY-AND-PASTE.

THIS IS YOUR TOOL TO SQUASH WRITER'S BLOCK, SAY THE RIGHT THING, & LAND THE JOB YOU ARE DREAMING OF.

During the job search, one of the most common questions I get from people is, **"What do I say in this email? How do I express this? What's the best way to ask?"** And **this can be paralyzing**. Eventually they let the pressure of having the right communication crush them into inaction. That is why I created this document. **You now have one place to go for all of your job search emails so that you can correspond with confidence.**

Some of these emails you will use much more than others but I do encourage you to use every single one. If there are a few that you aren't using, consider why you aren't, and when appropriate, take steps to integrate that outreach into your job search strategy. The more proactive you are about reaching out to people in your network and beyond, and the more communicative you are when opportunities are in process, the more likely you are to have something wonderful come your way. I've given you the tools, now it's time for you to put them to work!

Part 1

Targeted Networking

NOTIFY YOUR NETWORK

Tell your network you're job hunting and they may send opportunities your way.

A great way to get your network working for you is to simply tell people you're looking. By knowing that, your connections can introduce you to others and get you closer to the industry and companies you're interested in.

Before sending this email, follow these steps:

Step 1: Get really specific about the opportunity you want.

Step 2: Create a list of people you have great professional relationships with that are relevant to your desired role. Try to include as many people as you can who are in this particular function or who work closely with people in this role.

Step 3: Write a customized email to each person. Each note should be unique and personal to your relationship

Here's the template:

Hi [Name],

I hope you're doing well, [Something specific about them, what they're interested or have been up to]. I'm reaching out now because I am starting to look for new opportunities, and I'm interested in [Job title] roles at [Industry] companies in [City]. Do you know anyone who may be able to help? I would love to get connected to them!

Best,
[Name]

Here's is the template filled in:

Hi Ron,

I hope you're doing well since I last saw you at the conference in Nashville. I think I'll be back in November. And if so, we've got to meet up! I'm reaching out now because I am starting to look for new opportunities, and I'm interested in QA Tester roles at video game companies in Los Angeles. Do you know anyone who may be able to help in my search? I'd love to get connected to them!

*Best,
Leslie*

This template works because:

- 1** It's customized for each person, and that is important. People are immune to canned emails these days.
- 2** It's specific—you're triggering their memory so they start thinking about who they know in LA—like their buddy from college who went to work at a video game company, etc.
- 3** It's ideal if they can connect you with people in the realm of what you're looking for because many jobs actually never appear on job boards. So asking for introductions can uncover unpublished opportunities.

INFORMATIONAL INTERVIEWS

Make deeper connections with individuals who can be influential in your job search.

Informational interviews not only allow you to learn more about how to break into different careers and companies, but they are the best way to build relationships in companies and industries you're interested in.

When people tell you to "network" to find a job, asking for informational interviews is the highest impact way to do it.

Why have an informational interview?

1 An inside perspective

- You may think you already know all about a certain position, but speaking to someone directly gives you the opportunity to test your assumptions.
- This context will be invaluable if you interview with the company they work for.

2 It's high impact networking

- Build meaningful relationships at companies you'd like to work for.
- Don't expect it to turn into a job right away, but it could eventually. Think of it as building your pipeline.

3 The best learning experience

- Get insights into different roles and companies to figure out if it could be the right move for you. This has saved me a lot of career dead-ends.

So now you're totally sold on having informational interviews, right? You're eager to use this template immediately, RIGHT?

Okay good, just checking. Because I'm not kidding, folks. This is the most impactful thing you can do during a job search.

Reach out to your network, or even strangers, for informational interviews. You should expect a smaller response rate from people you don't know, but don't let that get you down.

Here is the framework:

Step 1: Introduce yourself, explaining your current position (school, occupation or otherwise)

Step 2: State what you're interested in.

Step 3: Say why you chose them to reach out to. Again, make this personal and specific to anything you know about them so your note doesn't feel spammy.

Step 4: Make the ask for an informational interview.

Here's the template:

Hi [Name],

I am a [Occupation/Student] at [Organization/School], and I am interested in learning more about [discipline/industry/organization]. I saw that you [reason why they are a good person to talk to]. May I ask you a couple quick questions about your experience and how you got to where you are today?

If you're open to answering a few questions, do you have 15 minutes to chat next week?

Thank you!
[Name]

Here's is the template filled in:

Hi Emily,

I am a Sales Professional studying to become a UX Designer, and I am interested in learning more about how to best transition into a user experience career. I saw that you successfully made a similar transition from Customer Support to UX/UI Design several years ago. May I ask you a couple quick questions about your experience and how you got to where you are today?

If you're open to sharing, I'd love to schedule a 15 minute call when you're available. Do you have any time next Thursday or Friday?

Thank you!

Richard

Ask people for informational interviews who work at companies you'd be interested in joining. For this example, these two could meet each other, stay in touch for months, and after Richard finishes his education, Emily vouches for him to get hired at her company.

NOTE: It is crucial that you are specific about what you want to ask them about. They should understand how they can help. An example of too broad of an ask:

- "I am interested in the music industry and wanted to ask you some questions about it."

The music industry is big, and that topic is so broad that they have no idea what direction the conversation will take, or if they will even be able to help. A better version is:

- "I am interested in learning more about music composition for commercials and wanted to ask you some questions about it."

MAKING CONNECTIONS IN OTHER CITIES

How to network to find opportunities in another location

Getting a job in another city or state can be made a lot easier if you begin by building relationships in that new city. The way you do this is you get clear about the opportunities you're interested in. Then, ask your friends to connect you with people in that city who might be close to the industry or companies you'd like to pursue. Or, reach out to individuals you'd like to meet who could potentially help. Third, have informational interviews with those individuals to get an understanding of their company and career, ask for advice, and ask who else you should speak with. Do enough of these, and you'll quickly find your way to important decision makers who can hire you!

Below is an email to send to people outside of your network who you'd like to meet. These are people in companies and industries that are on your target list. It feels a bit strange reaching out cold to someone over email or LinkedIn, and not everyone will respond, but this email will dramatically increase the likelihood that they will hop on the phone with you.

Hi [Name],

I recently came across your profile on LinkedIn. I'm genuinely interested and impressed by your career path, especially [Notable career accomplishments/transitions], and your passion for [Expertise you find interesting]—something I too am passionate about.

I'm actually moving to [City] in [Timeframe], and I'm looking to learn more about the [Industry they are in] industry there. Do you have time for a quick call to chat about your past experiences, your thoughts about the industry, and any career advice you'd be willing to share?

I look forward to hearing from you, and thank you in advance!
[Name]

Hop on a call with them and do a full informational interview to get an understanding of their role, the company they work for, and the nature of the industry there. Only mention that you're interested in an open role at their company once you've gotten to know each other, and ask them if there is anyone else they recommend you meet.

Here is this template filled in:

Hi Winston,

I recently came across your profile when searching for hospitality leaders in NYC on LinkedIn. I'm impressed by your career path, especially your deep expertise in the restaurant industry, and your passion for great food and delightful dining experiences. I share your passion for great food and customer service. In fact, you can check out my food blog here ([link](#))!

I'm actually moving to New York in March, and I'm looking to learn more about the restaurant industry there. Do you have time for a quick call to chat about your past experiences, your thoughts about the industry, and any career advice you'd be willing to share?

*I look forward to hearing from you, and thank you in advance!
Jess*

Part 2

Contacting Companies



COLD EMAILING EMPLOYEES

Making contact with people at your target companies to get referred for a role.

This email template is for someone who you haven't personally met, but have something in common with (mutual friends or connections, are in the same organization, wear the same brand of loafers).

The reason why it can be a game-changer to get in contact with an employee is they may agree to refer you into a role. Companies prioritize employee referrals well above general applications, so this is one of the most effective ways to earn a first round interview. Additionally, many companies provide bonuses to employees who refer candidates who ultimately get hired, so this could be a win-win for you and the employee.

In the job search, do not be shy about reaching out to strangers—some of them won't respond, but the payoff of one person responding can be immense. It only takes one ticket to win the lottery, amirite? So don't give up!

Here is the framework:

Step 1: Say the reason why you chose to reach out to them. Make sure it's personal enough that they can see you've done your homework. This will increase the chances they'll respond.

Step 2: Say you're interested in a position at their company.

Step 3: Ask for their thoughts about the company.

Hi [Name],

I'm reaching out to you because [You know Mutual Contact OR you are also a [School] alum OR I saw your post on LinkedIn about [Context] and couldn't agree more with your perspective].

I'm interested in potentially pursuing opportunities for the [Department] team at [Company], and I was wondering if you'd be willing to share some thoughts on working there and the culture. Thanks in advance!

Best,

[Name]

Now, after you've had the conversation, if it was a good one, send them this email as a follow up:

Hi [Name],

Thank you for the call the other day. It was so helpful talking to you about your experience. Based on your insight, I'll go ahead with my application for the [Title] position. I realize it's easy for a resume to get lost in the shuffle when applying through an online portal, do you know who I should send my resume to directly?

Or, if your company has an employee referral bonus, I can send you the resume so that you can potentially earn that bonus. Whichever works best!

Thanks again,

[Name]

If they end up referring you, make sure to update them on where you are in the process. When they refer you they are now invested in you and will be curious about the outcome.

REACHING OUT TO RECRUITERS AND HIRING MANAGERS

After you apply for a job, reach out to the recruiter or hiring manager handling the role.

No connections? No problem. Do your best to find the hiring manager or recruiter handling the role. This is a guessing game, but look for titles and any organizational information on the company's website and on LinkedIn.

The goal of this email is to alert the hiring manager or recruiter that you exist, and that you have special interest in the company and role. This makes a big difference, because 80% of people do a "resume spray" where they apply to many jobs in a day without even reading the job description. You don't need to tell them more than this email template because they can just click your LinkedIn profile and read about you AND they can go find your application and read even more. So the takeaway here is: be concise.

The reason why this works is companies get TONS of resumes everyday. It goes into an applicant tracking system that is daunting to sift through. When you message them on LinkedIn or email, they can quickly take a look at your application—and suddenly you jump the stack of resumes and become a real person instead of another black and white resume.

Also, the extra effort shows that you took some time to not simply do a resume spray. This conveys that you are genuinely interested in that company and that's reason enough to give you a first or second look.

Here is the framework:

Step 1: Express excitement and interest.

Step 2: Describe in 1 sentence why you are specifically qualified.

Step 3: Describe in 1 sentence why you are interested in their company specifically.

Hi [Name],

Great to meet you! I just applied to the [Role title] position at [Company], and I wanted to let you know how interested I am in the position. I [Name specific accomplishments that relate to what is listed in the job description]. I am particularly excited by [Company] because [Reason you like that company], so please look out for my application and let me know if you'd like to chat!

Best,

[Name]

Here is this template filled in:

Hi Lily,

Great to meet you! I just applied to the HR & Culture Coordinator position at Self Made Millennial, and I wanted to let you know how interested I am in the position. I run culture programs like the Buddy Program, plan quarterly offsite events, and have my hands in all HR administration at my current position. I am particularly excited by Self Made Millennial because you are so focused on personal growth of both employees and customers, which is of the highest importance to me in my next career move.

Please look out for my application and let me know if you'd like to chat!

Best,

Robin

Part 3

After the Interview



THANK YOU NOTES

Follow up every interview with a thank you note to leave a lasting impression.

Sending a follow up email after an interview is a simple yet potent gesture that shows interest. I have heard of offer decisions being made based on thank you notes, and it's because companies want individuals who are excited about the opportunity. Receiving a nice follow-up email solidifies your bond with the team, and demonstrates good communication skills. Win win.

If you've been emailing with HR but you had interviews with someone else, email HR to ask for the interviewer's email address. This is a totally normal request. And many times, you can just guess based on the naming scheme based on the emails from recruiting that you already have.

NOTE: You should send this within 24 hours of the interview.

Here is the framework:

Step 1: Express gratitude

Step 2: Show enthusiasm.

Step 3: Add a personal touch.

Hi [Name],

Thank you for taking the time to chat with me today, it was great to meet you! I really enjoyed our conversation, especially [something notable you discussed].

I'm very excited about this opportunity, and will look out for next steps. If there's anything else you need from me, don't hesitate to ask!

Have a great week,

[Name]

Here is this template filled in:

Hi Sally,

Thank you for taking the time to chat with me today, it was great to meet you! I really enjoyed our conversation, especially getting your perspective on the impact of the solar energy technology coming out. I'm already 3 episodes deep on the podcast you recommended.

I'm very excited about this opportunity, and will look out for next steps. If there's anything else you need from me, don't hesitate to ask!

*Have a great week,
Harry*

PS— You were curious about the cruise I went on, so here is the website. I recommend getting on their email list since they send you great deals when they pop up. :)

NOTE:

- I don't think it's unprofessional to use exclamation marks. I actually think it makes you sound more human and endearing. But use them sparingly — sometimes people go a bit overkill with the exclamation marks. My rule is never to use them two sentences in a row.
- Sneak a PS in there with a bit of value for extra brownie points! You're helping them out, and something about sending a "PS" feels like you're already buddies.

FOLLOWING UP

Keep in close touch with your job opportunities to show interest and persistence.

Following up is an essential practice for anyone who is job seeking. If it has been a few days, and you haven't heard from a company you interviewed with, you may feel compelled to be polite and wait. But absolutely follow up. Persistence gets jobs.

How you follow up depends on who you are following up with. It's usually one of two types of people you'll be following up with:

- 1 Human Resources/Recruiters
- 2 Hiring Managers

How to Follow Up with Human Resources/Recruiters

Rule of Thumb: Follow up in **5 business days** for decisions and next steps. If they get back to you about next steps, and begin the process of scheduling another interview with you, do not be shy about now following up **every 24 hours**. Such as, they may ask if you are free on Tuesday. You respond and say that will work for you. If you don't hear back after that, it is appropriate to write back the next day asking if Tuesday is still good for the team. These companies are handling so much scheduling that this will be a nice reminder!

Follow up #1:

Hi [Name],

I hope you're having a good week. I'm checking in to see when I should expect to hear back about next steps for the [Job title] role.

Thanks so much!

[Name]

Whatever timeframe they give you, this gives you your next time to follow up. Set a reminder for yourself. Follow up in 5 days if they never responded to your question about a timeline.

The key to following up is to stay positive and assume they love you. Some people acknowledge that they haven't heard back with things like, "Did you see my last email?" or "I must have gotten buried in your inbox," or "I'm sure you're very busy." Dump all that. Take the radio silence in stride, and be the friendliest ignored person ever.

Follow up #2:

Hi [Name],

Happy [Day of the week]! Following up on next steps for [Job title] role. Thanks in advance!

Best,

[Name]

Follow up #3:

Hi [Name],

Quickly checking to see if there is an update on my candidacy for the [Job title] position? Hope you're having a good week, [Something friendly like "stay warm"]!

Best,

[Name]

Rule of Thumb:

If you haven't heard back, **follow up 3 times before giving up.**

How to Follow Up with the Hiring Manager

The hiring manager is the ultimate decision maker, so make sure every email you send them is working towards building a deeper relationship with them.

Here is the framework:

Step 1: Revisit the positive feelings from the interview.

Step 2: Express continued interest.

Step 3: Ask about next steps.

OPTIONAL: Continue the conversation.

You can do this by sharing a thought that occurred to you after your interview—as you reflected on the conversation, or by providing some articles or materials that the hiring manager would be interested in.

This is illustrated in the “PS” section of the email

Hi [Name],

It has been a week since we had the chance to chat about what's on the horizon for [Department] team at [Company], and [Something personal to your conversation]. I'm still very interested in the role, and I'm eager to find out about next steps. Please send me an update at your convenience.

Thank you!

[Name]

PS— You might be interested in [Piece of news you heard, link to article you read, conference/event to attend]

Here is this template filled in:

Hi Midge,

It has been a week since we had the chance to chat about what's on the horizon for the customer support team at Maisel Industries, and all the promising changes around the new ticket managing software. I'm still very interested in the role, and I'm eager to hear about next steps.

Please send me an update at your convenience, and thank you!

Susie

PS— You might be interested in this e-book on the new ticket managing software. I've seen it be a great learning tool for team members to get up to speed. It's attached here!

Then if you get no response, continue to follow up using the same email templates that were previously laid out for HR/Recruiters.

"HAIL MARY" FOLLOW UP

This is your last-effort follow up when a company has gone silent for a while.

After you have followed up 2 or 3 times about a job opportunity you are interested in, here is my killer advice to get them to start talking to you again. Send them an "I'm almost off the market email," when you are actually almost off the market.

This means that once you are in third round interviews with another company, shoot the company who ghosted you this email:

Hi [Name],

I wanted to update you on my timeline. I am in the final round interviews with another company, but I remain interested in exploring the opportunity with [Company you're writing to]. If you would like to continue the conversation, would we be able to expedite next steps? If not, I understand that you all have to move at your own pace, and I wish you all the best going forward!

Cheers,
[Name]

This often helps to resurface the recruiter, where one of three things could happen:

- 1 They suddenly realize they are losing you, so they light a fire under the hiring manager's tukkus and ask you to come in soon for an interview.
- 2 They finally respond wishing you good luck with your other offer, confirming that they are just not that into you.
- 3 They could still go silent which is fine. Let it go.

It's certainly worth a try, and I've seen people have great results with this email!

RESPONDING TO A REJECTION

When you are rejected for a job, definitely respond. You never know what can happen later.

Handling rejections well can be the key to getting more opportunities in the future. I've seen candidates get rejected, reconsidered down the line, and then hired later. Also consider that your interviewer may eventually move to a new company or may have connections at other great companies. I've seen candidates who leave a great impression end up getting hired at a different company by using their interviewer's network! So here is how to face rejection with your head held high, to leave a lasting positive impression.

Here is the framework:

Step 1: Express gratitude.

Step 2: Acknowledge what genuinely stood out to you about the company.

Step 3: Say you'd be interested in working for them in the future.

Hi [Name],

While this was not the news I was hoping for, I am grateful that I got to meet the team and learn more about [Company]. The [Company] team is very impressive, [Say something from the heart, such as "and you all made this process seamless for me, which speaks to your great culture"].

I am excited by the direction [Company] is moving in, and should there be future opportunities for me to help you all, please do not hesitate to reach out.

Best,
[Name]

Part 4

Offers & Negotiation

REPLYING TO AN OFFER WHILE STILL INTERVIEWING

What to say when you received an offer, but still have more interviews with another company.

If you're interviewing at multiple companies simultaneously, it is difficult to get the timelines to sync up perfectly. That's life :) So you may get a job offer while you are still in the interview process with another company.

This is a good problem to have. But what should you do? Should you take the job with the offer since you don't know if the other company will extend an offer? Or should you pass on the offer you have, and put all your eggs in the other basket? This is the bird in the hand dilemma.

I say NEITHER. Instead, you get both companies on YOUR timeline. Here are the two emails to send, first to the company you received the offer from, and the second to the company who you're still interviewing with.

To the company who gave you the offer:

First: To the company who gave you the offer, say thank you and express how excited and grateful you are. Always be building that rapport, and make sure you ask for time to think about the offer.

Hi [Name],

This is such great news. I have really enjoyed getting to know the team, and I am so grateful for the offer. I am really interested in this opportunity, but I do have an interview in another process planned for next week. I take this decision very seriously, and so I'd like to vet my options so that I am sure of the decision I make. Would I be able to give you a decision on [Date]?

Best,
[Name]

To the company who you are still interviewing with:

Second: Go to the other company and let them know about your offer and accelerated timeline. As long as you show enthusiasm and politeness then this is going to raise your profile in their eyes because you are officially an **in-demand candidate who they could lose**. Hopefully they will speed up the process if they can!

Hi [Name],

I wanted to write you to give an update on my timeline. I have received an offer, and that company wants a decision soon. However, I am very interested in this opportunity. Would it be possible to expedite the interview process to see if it's a match?

Best,
[Name]

PASSING ON AN OFFER

Here's how you can pass on an offer to accept another one, stay at your current job, or keep looking.

While I want to encourage you to jump up and down to celebrate that you're even in a position to reject a job offer, I realize that making this choice is likely pretty stressful for you. Hopefully this stress will melt away a tiny bit with the help of this easy-peasy template.

It is normal for candidates to reject a company over email. Though, for good measure, I include in this template the option to hop on the phone to answer questions about the decision. This can be helpful to maintain the relationships you built in the interview process.

Notice in the example of the template filled out, I include the reason for choosing the other offer. This addition is your choice, but giving a reason can help keep a good relationship so that the company's imagination doesn't run wild.

Hi [Name],

Thank you so much for the offer and taking the time to get to know me. It has been such a pleasure meeting with the [Company] team, and I feel fortunate that I was offered the chance to join you all.

I have decided to [accept another offer/remain at my current role/pursue other opportunities], and decline this offer. If there is anything further you would like to discuss, I am happy to set up a call with you.

Send my gratitude to the rest of the team.

Wishing you all the best,
[Name]

Here is this template filled in:

Hi Kimmy,

Thank you so much for the offer and taking the time to get to know me. It has been such a pleasure meeting with the Bunker team, and I feel fortunate that I was offered the chance to join you all.

I have decided to accept another opportunity, and decline this offer. Ultimately I chose a role that ended up fitting my lifestyle better, both because of the commute and the role. If there is anything further you would like to discuss, I am happy to set up a call with you.

Send my gratitude to the rest of the team.

*Wishing you all the best,
Titus*

Elegant, well done!

OFFER NEGOTIATION

Three offer negotiation scenarios and how to respond to each one.

When you receive an offer from a company, you may have the opportunity to negotiate over email. Some people prefer this because negotiations make them nervous (I can relate!), and it allows them to be deliberate with each word they say without the pressure of responding in the moment.

Rule of Thumb: **Always negotiate.** If it was clearly stated that the offer is non-negotiable still give it one shot, but with the understanding that they may already be putting their best foot forward. If that's the case, I would suggest going straight to the "Situation C" email below.

Here are emails to send to negotiate for more, while coming across as grateful and reasonable.

A template for the first email to send after you've received the offer:

Hi [Name],

Thank you very much for this offer. I am excited by the opportunity to work with you all, and I really appreciate all of the time and effort you have put into this process. I have done some comprehensive research of the market and have found that the average salary for this position is around \$[Salary]. Is there any way we can make up the difference there?

Best,

[Name]

Now depending on their response, I have 3 templates for you.

Here is what to say if...

- A They counter with a salary higher than what they offered, but not quite what you were hoping.
- B They won't budge at all on salary, but the salary is fair enough to where you're open to negotiating other parts of the offer to sweeten the deal.
- C They lowball you and they keep the salary much lower than what you are comfortable with.

Situation A

If they budge a little bit but not much, and you would legitimately sign if you got the salary you are requesting, say:

Hi [Name],

Thank you for being flexible to increase the salary for me. That means a lot. If we could close the gap at \$[Salary a little lower than what you said before], I would feel fully confident in this offer. I am extremely excited about the opportunity to work for [Company] and I am ready to say yes pending this one detail.

Best,
[Name]

Situation B

If they don't budge at all after your first email, and the cash compensation is pretty fair, another approach is to propose other incentives that are not salary to close the gap, such as:

- Equity
- Being sponsored for certifications/licences
- Tuition for grad school
- Nicer office
- Vacation time
- Flexible schedule
- Transportation reimbursements
- Relocation assistance
- Laptop and other gear of your choice
- Shorter vesting schedule on your equity
- Green Card sponsorship
- Better title
- 10% - 20% of time to work on certain projects/initiatives

Your second email can then be:

Hi [Name],

I understand there are set budgets and other factors that prevent you from adjusting the salary amount, and I appreciate you taking the time to consider my request. One way we could close the gap is [Propose non-salary incentive you want]. Is that something [Company] could make happen? I am very excited about the opportunity to work for [Company], and I am looking forward to potentially working together.

Best,

[Name]

Situation C

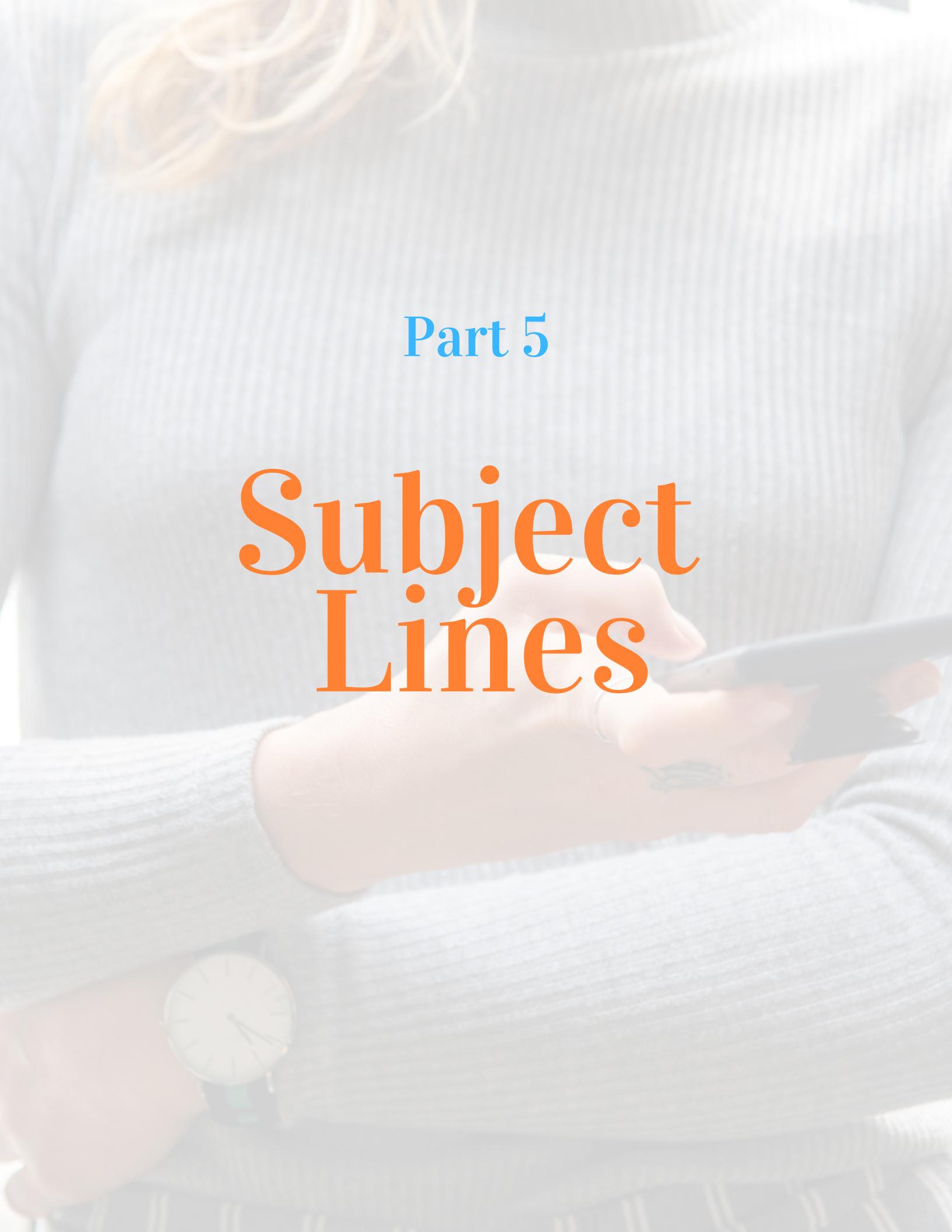
If they don't budge on the salary, AND it's a really lowball salary, you can send this:

Hi [Name],

Thanks so much for the information around the position. I really appreciate it! I mentioned that I did some research, and I wanted to share what I found. From ~[Number] submissions, the average salary for this position appears to be \$[Average salary]. Additionally, the lowest salary in the range is \$[Lowest salary]. However, almost [Big percent]% of the salaries are at least \$[Dollar amount] higher. I am curious to know why this salary is much lower than the average that you are paying for this position?

I don't mean to come off as pushy, I would just like to have all my bases covered before I make a decision. I am very excited about the opportunity to work for [Company], and I am looking forward to potentially working together.

Best,
[Name]

A soft-focus background photograph of a person with long blonde hair sitting at a desk. They are wearing a grey t-shirt and a black watch on their left wrist. Their hands are resting on a laptop keyboard. The scene is lit from above, creating a warm, focused glow on the person's hands and face.

Part 5

Subject Lines

SUBJECT LINES

How to title each email you send.

You've got most of the emails you need here already written, you're feelin good, super confident, you're about to hit send and...you start wondering what the heck do I make my subject line?

If you are already in correspondence with them (already in the interview process), the subject line isn't that crucial, and it is considered a "warm email." It's typically the cold outreaches where you should spend some extra time on a subject line. Let's talk about both.

Warm Email Subject Lines

Type of Email	Subject Line
Reaching out to your network about job opportunities	Update New chapter
Sending a thank you email	Thank you! Great meeting you!
Following up after an interview	Following up on [Job Title] role
The "Hail Mary" follow up	Update on timeline
Responding to a rejection	Wishing the best for [Company] Great getting to know the [Company] team
When you receive an offer	Offer received—thank you! The offer and my update
Offer negotiation	Following up on the offer

NOTE: For some of these emails you will not need to come up with a subject line because you can simply reply to other emails in the chain. I am not recommending that every type of email have its own thread.

Cold Email Subject Lines

Now, cold emails get their own section because they are a different beast. There isn't one simple subject line I can give you for cold emails like I did above, because the way you get someone to open an email is to customize the subject line to lure them in. Don't fret though! I have guidelines here that will help you craft the perfect subject line for your situation..

Approach #1: Mention a mutual contact

I know—if you had someone in common, you wouldn't generally need to do a cold outreach. But I had to include this approach since it is a good one—if you can swing it.

Examples:

If you spoke with your mutual connection:

Pam, Jim Halpert recommended I reach out

If you didn't speak with your mutual connection:

Reaching out—friend of Jim Halpert

Approach #2: Compliment something about them

Put your best stalking efforts to good use by finding a thing or two about them on the internet and making that your subject line. This really works wonders, especially when you hit on something they are proud of.

Examples:

Finding something they created online, like an article, podcast, app, video, somewhere they were in the news:

Dwight, loved your blog on tax season best practices

Mention something unique about their career trajectory:

Dwight, from musician to software engineer, wow!

I once found a engineer who said both on his LinkedIn and his website that people should check out his GitHub, and that he is very proud of it. I went there and saw that he clearly had a lot of work publicly displayed on there. And so I made my subject line, "He saw your GitHub," and then explained in the email that I showed his GitHub to our engineering leader and that he was really impressed.

This subject line got a quick email open and a warm response. Fun fact: I have a tracker on my emails (I use Streak and Hubspot, but there are many others), that tells me when and how often my emails are opened. This has been a great way to test my subject lines, and you should try it too. Notice I didn't need to get detailed with the subject line, instead I hit on something that evoked strong pride. That is an excellent way to get someone to open an email.

Approach #3: Relate to them

People like to help people who they see a bit of themselves in. Mention a shared alma mater, organization, interest, or life experience.

Examples:

Chapman University alum looking to make a similar transition into AI

Buffalo native, moving to Austin and passionate about wearable tech

Approach #4: Show your value

Say what you bring to the table so they know how you are relevant to them.

Examples:

Project Manager with blockchain industry experience

Content Creator with 30k+ email list, eager to increase your reach

Approach #5: Just experiment

At the end of the day, there is no one-size-fits-all subject line. But certain simple subject line formulas can increase your open rate and lead to the conversations you're aiming for. If you're cold emailing, try several different email subject lines, and see what works for you. Here are some very simple subject lines that have worked on me:

Things related to time can work:

Next week

This Friday

I open things that sound like a plan:

The plan going forward

Next steps

Or just casual:

Hi [Name]

Reaching out

Checking in

Informational Interview

Figure out what's getting your message read, and do that MORE! You've got this! And seriously...don't overthink this part. :)

WANT MORE RESOURCES? YOU KNOW WHERE TO FIND US!



Let's connect!

YouTube Channel: <https://www.youtube.com/sselfmademillennial>

Website: <https://www.madelinemann.com>

Email: smmillennial@gmail.com

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