❤️

Cold emailing

☰ Tags

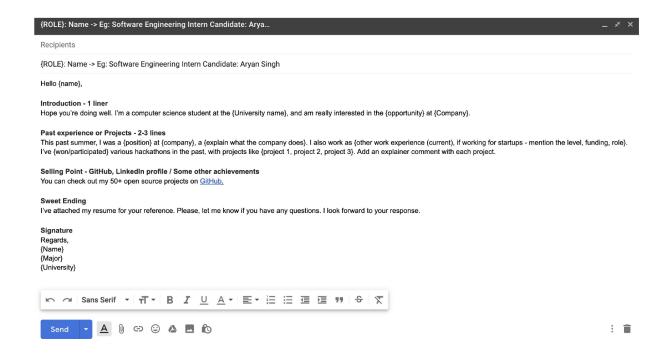## Introduction

Cold email means an email without specifically knowing the person who's receiving it. This might sound absurd, but works a **lot of time**. So it's like sending emails or messages on LinkedIn to your connections at Google. Will they reply? Maybe not, but it's likely that they see the email and forward it to the hiring manager (if they like your profile).

One thing which makes a good cold email/message is a selling point. Imagine yourself as the recruiter or the software engineer at a company and getting hundreds if not thousands of emails from different students. How would you differentiate a normal candidate from a special one?

Here is a template for a perfect cold email:

{ROLE}: Name -> Eg: Software Engineering Intern Candidate: Arya...

Recipients

{ROLE}: Name -> Eg: Software Engineering Intern Candidate: Aryan Singh

Hello {name},

Introduction - 1 liner
Hope you're doing well. I'm a computer science student at the {University name}, and am really interested in the {opportunity} at {Company}.

Past experience or Projects - 2-3 lines
This past summer, I was a {position} at {company}, a {explain what the company does}. I also work as {other work experience (current), if working for startups - mention the level, funding, role}.
I've {won/participated} various hackathons in the past, with projects like {project 1, project 2, project 3}. Add an explainer comment with each project.

Selling Point - GitHub, LinkedIn profile / Some other achievements
You can check out my 50+ open source projects on GitHub.

Sweet Ending
I've attached my resume for your reference. Please, let me know if you have any questions. I look forward to your response.

Signature
Regards,
{Name}
{Major}
{University}

Sending connection requests on LinkedIn is also a part of networking which is essential for your process.
Send a personalized message to someone you don't know so that they can read before accepting the
request. It's a pleasant way to introduce yourself and you can do it in the following way:

> 💡 *"Hey person, hope you're doing well. It was great talking to you the other day about xyz. I would*
> *love to further connect with you on LinkedIn"*

> 💡 *"Hey person, hope you're doing well. I loved your Blocktrain.info website and would love to talk to*
> *you regarding some contributions. Thank you"*

- Start with a clear and concise subject line that explains the purpose of your email

- Personalize the email by addressing the recipient by name, and referencing any common connections or interests

- Keep the email short and to the point, focusing on how you can help the recipient or how your product or service can benefit them

- Be respectful and professional, and avoid being too salesy or aggressive

- Include a call to action that tells the recipient what you would like them to do next, such as scheduling a call or meeting

Overall, the key to a successful cold email is to make it relevant, valuable, and respectful to the recipient.

Referrals

Most of the software companies offer you to apply with a referral of their employee. This trick usually works but lately everyone has been sending out cold emails to ask for referrals. However, it definitely makes you a better candidate than others and can get you the first round interview quicker.

If you know someone from any software company, then just send them a message asking for a referral. They can either send you a specific link for referrals or just forward your resume to the hiring manager - both of which will help get you noticed over other candidates. **Developers working at companies often get incentives if someone joins the company from their referral, so there's nothing to feel shy about in this.**

You can also ask for referrals from LinkedIn or emails using the "cold email" approach, which is discussed below. Pick out the companies you're really passionate about and then devote your time to email them properly, rather than emailing literally everyone on your contact list. People are also more likely to give you a referral if they went to the same school as you. You'll be surprised how well this works out and helps you with your job hunt.

Examples

Example 1

Subject: Introducing My Marketing Agency

Hi [Name],

I hope this email finds you well. My name is [Your Name] and I am the owner of [Company Name], a marketing agency that specializes in helping small businesses increase their online presence.

I came across your business and was impressed by the work you are doing in the [Industry] industry. I believe that with the right marketing strategies, we could help you attract even more customers and drive even more sales.

If you're interested, I'd love to schedule a call to discuss your marketing needs in more detail.

Best regards,
[Your Name]

Example 2

Subject: Collaboration Opportunity for [Your Company]

Hi [Name],

I'm [Your Name], the founder of [Your Company], a [Company Description] company. I came across your work and was really impressed by the quality and creativity of your [Product/Service].

I'm reaching out because I think there may be an opportunity for us to collaborate. At [Your Company], we specialize in [Your Specialty], and I believe that by combining our expertise, we could create something truly unique and valuable for our customers.

If you're interested in exploring this idea further, I'd love to schedule a call to discuss it in more detail.

Best regards,
[Your Name]

Example 3

Subject: Request for a Meeting

Hi [Name],

I hope this email finds you well. My name is [Your Name] and I am a [Your Job Title] at [Your Company]. I came across your work and was really impressed by the innovative approach you are taking in the [Industry] industry.

I would love the opportunity to learn more about your work and see if there are any opportunities for collaboration. Would it be possible to schedule a meeting to discuss this further?

I look forward to hearing from you.

Best regards,
[Your Name]

Bad example

Greetings Aryan,
Hope you are doing well :)
I was wondering if I could get a referral for Google's step internship program, I'll share job id with you (Step internship is Google's program where they select candidates only from 1st and 2nd year)
I have got a pretty impressive profile and have been into tech since childhood
Please let me know would really appreciate it

- Did not mention resume
- Did not mention skills
- Why will anyone add a referral from this?

Good example

Hope you are doing well! I am a second year Electrical Engineering student at IIT Ropar. I came across your SWE role at Google and am interested in applying for STEP internship opportunity there.

Here's the link:
https://careers.google.com/jobs/results/1368712231 67460038-software-student-training-in-engineering-program-step-intern-2023/

Would you please be open to submitting a referral for me.

Here's the link for my CodeForces profile:
https://codeforces.com/profile/Mehul_Gupta

Here's the link for my CodeChef profile:
https://www.codechef.com/users/mehul_g28

Looking forward to hearing from you.
Thanks