

## Cold and Warm Outreach

### Cold Outreach

- Choose an attention-grabbing subject line that will inspire them to open it (gauge your tone based on the company culture)
- Greet them by name, starting with 'Hi' or 'Hello' ('Hey' is too casual for your very first interaction)
- Keep it short – 3-5 sentences, any more and you should break it up into bite-sized paragraphs of 1-2 sentences (8 sentences max)
- In the opening sentence(s), choose one of the options below:
  - Reference something unique to the company that proves you've done your homework and this is not a spray & pray mass email
  - Link to something they recently tweeted or posted on the company blog and how it ties back to you
  - Mention recent press coverage the company received, give them kudos and/or ask a follow-up question about it
- What action do you want them to take after reading this email?
  - People are more inclined to respond to direct questions, so ask one! Make sure the answer is not already on the website.
    - Do you have an apprenticeship program?
    - Could I come by to tour the office?
    - Do you hire junior developers? Bootcamp grads?
    - Are you still taking candidates for X position?
    - Could we meet for a brief informational interview (or for coffee) so I can learn more about X from you?
- Closings vary, but 'All (the) best,' 'Thank you' or 'Cheers' are all safe bets

|                      |  |
|----------------------|--|
| Subject              |  |
| Greeting             |  |
| Body                 |  |
| Call to Action (CTA) |  |
| Closing              |  |

## Warm Outreach

- Same guidelines as with cold outreach, minus the opening sentence and CTA
- In the opening sentence(s), choose one of the options below:
  - Remind them of your relationship (if they are a distant connection)
  - Ask how they are doing (if you haven't spoken for a while)
  - Ask about an update you've seen on social media or in the press regarding them as a person or their company
- What is your ask/CTA?
  - Could you introduce me to X at Y company?
  - Would you mind putting me in touch with a developer at your company?
  - Do you know if your company's developer team growing?
- Conclude with another personable comment, something friendly and genuine
  - Hope all is well with you and your (spouse, roommates, etc)!
  - We should grab a drink/lunch/dinner soon!
  - As always, let me know if there's anything I can do for you!

## References

- Make sure you ask people before you start applying to jobs if they are OK with serving as references for you
- In your initial email, ask if they would like you to let them know each time you give out their contact information so they are prepared for a call or email (people's preferences vary on this)

|                         |  |
|-------------------------|--|
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