COLD EMAIL TEMPLATE (MEETMIDWAY)

TITLE	EMAIL TEMPLATE
Email	Dear [NAME], My name is Pranav and I'm a freshman at the University of Toronto. I know this is pretty out-of-the-blue, but I'm a big fan of yours and I could really use your advice on a project I'm working on. I know you're really busy and get a lot of emails, so this will only take 60 seconds to read. I'm building [an app that makes meetups easier](). The lessons I learned reading through your [LinkedIn, portfolio, blog, website?] would be so applicable to our team. How did you minimize API costs when building [INSERT PROJECT]? It's completely understandable if you're too busy at this time to respond. All the best, Pranav

(1) WHAT DO I WANT?
- How to minimize API cost
- How to monetize MeetMidway
- How to deploy a usable product

(2) BIO (WHO IS PRANAV PATNAIK IN A SENTENCE?):
- **NOT A BIO, WHAT YOU'RE UP TO (THAT IS IMPORTANT TO THE RECIPIENT)**
- MASTER EXAMPLE: *I co-host a long form conversation show on YouTube where we talk about the world from the digital creator's perspective. The lessons I learned reading The Third Door would be so applicable to our listeners' careers.*

(3) INTERESTING QUESTION:
- How did you minimize API costs when building [INSERT PROJECT]?

(4) FOLLOW-UP:
- Hi [NAME],
- Thanks so much for the insight. If it's not too much, I would love to hop on a 10-min call later this week to discuss this further. No worries if you aren't available, thank you for your time.