

Ayush Singh
CEO of Antern

How to craft a winning cold email? (Non-conventional way)

Simple 4 frameworks to get quick response



Ayush Singh

CEO of Antern

and I am not just saying this...

 English ▾ > Danish ▾ [Translate message](#)

Hi Ayush,

Thank you for reaching out! Sounds interesting! Let's jump on a 15min call tomorrow:
Looking forward,



 English ▾ > Danish ▾ [Translate message](#)

Hey Ayush,

I'd like to connect you to our . He would like to talk to you.

We are all super impressed by your email. It's so great to see such a young person being so driven and doing as much as you are! I'm very happy that you reached out.

Regards,





2 mins read

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1

A Personalized Message

Here's how to create one:



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THE SUCCESSFUL PERSONALISED MESSAGE



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Shows that you're up-to-date with the company's progress

Demonstrates knowledge of the company's industry

I saw that [Company's recent event or news] happened, and I think it's great how your team is making a difference in the [Industry] area. I like how [Company Name] does [specific thing you admire about the company], and that's something I value and want to work towards too.

Indicates genuine interest in the company's mission/values



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Make sure you're personalization part consists of:

1. Research and background knowledge
2. Genuine interest and admiration
3. Personal connection/Passion
4. Tailor it accordingly

→
Next Step is...

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Offer value upfront



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Indicates your expertise or focus area
that could be valuable to the company

I've been working on a project that focuses on [relevant topic or solution] and I believe it could be beneficial for [Company Name]. I'd be happy to share my insights and explore how we can potentially collaborate in this area.



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Showcase your skills



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Demonstrates your ability to tackle challenges and achieve results

In my previous role as a [job title], I successfully [specific achievement or task], which resulted in [positive outcome or metric]. I'm confident that my skills in [relevant skills or expertise] could make a positive impact at [Company Name].

Highlights the tangible benefits your skills have brought in the past

Showcases the specific skills you possess that are relevant to the company's needs



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Tell a story



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During my time as a [job title], I had the opportunity to volunteer for a [charitable cause or event] related to our industry. While working on this project, I met [person or group of people], who were deeply affected by the issue we were addressing. Their determination and resilience inspired me to go above and beyond in my professional role to make a difference. This experience has fueled my passion for [industry] and motivated me to pursue opportunities, like the one at [Company Name], where I can continue to make a positive impact on the community.

[charitable cause or event]: Introduces the specific event or cause that shaped your experience

[person or group of people]: Humanizes the story and makes it relatable

[industry]: Links the story back to your professional field and goals



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Subject: [Your Name] - Excited to contribute to [Company Name]'s AI-driven success

Dear [Recipient's Name],

I recently read an article about [Company Name]'s innovative use of AI to optimize customer experience, and I was truly impressed by the impact your team has made in the [Industry] space. The way [Company Name] leverages data-driven insights to create personalized user experiences aligns with my personal values and professional goals. (Personalized message)

During my time as a Data Scientist, I had the opportunity to volunteer for a hackathon aimed at addressing environmental issues using data analysis. I collaborated with a group of passionate individuals from diverse backgrounds, all dedicated to finding solutions to climate change. Our team developed a predictive model that reduced energy consumption by 15% for a local community. (Telling a story and showcasing skills)

I believe my background in data analysis and machine learning could be an asset to your team. To demonstrate my capabilities, I have developed a custom machine learning model to optimize user engagement for your platform, which increased user retention by 10% during my tests. I would be more than happy to share this project with you and discuss how it could be implemented at [Company Name]. (Offering value upfront and showcasing skills)

I am very excited about the possibility of joining [Company Name] and contributing to the success of your AI initiatives. I have attached my resume for your review and would appreciate the opportunity to discuss my qualifications further.

Thank you for your time and consideration.

Sincerely,

[Your Name]
[Your Email]
[Your Phone Number]



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**Want more examples?
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