

# startup, outreach, and growth guide



Practical steps to land internships,  
connect with mentors & grow  
your startup



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I created this guide for ambitious students and early-stage founders who want to take action but aren't sure where to start. Inside, you'll find proven playbooks, cold email templates, and outreach hacks that actually work.

I wish I had this when I started. Use it, share it, and most importantly, take one small action today.

-talia

# 01 USING APOLLO.IO FOR OUTREACH



Apollo.io is a powerful tool for building lists of investors, mentors, or customers.

## How to Use It:

1. Sign up for a free account at [apollo.io](https://www.apollo.io).
2. Use filters to find your target audience (e.g. investors, analysts, founders).
3. Save contacts into a list inside Apollo.
4. Export the list as a CSV file.
5. Open the CSV in Sheets or Excel.

Pro Tip: Keep your lists organized by type (investors, customers, mentors).

## 02 COLD EMAIL TEMPLATES

# 02



## Internship Cold Email

Subject: Inspired by your work at [Company]

Hi [Name],

I came across your work at [Company] and really admire [specific project]. I'm currently a [student/early professional] interested in [field]. I'd love to hear any advice you have on breaking into this industry or how you got started.

Thank you so much for your time,

[Your Name]

## Startup Outreach Email

Subject: Quick intro - [Startup Name]

Hi [Name],

I really enjoyed your [article/podcast/tweet] about [topic].

I'm building [startup name], which [one-line description].

We've [traction metric].

Would you be open to a 15-minute call to get your thoughts?

Thanks so much,

[Your Name]

# 02



## Customer Outreach Email

Subject: Helping [their company] with [problem]

Hi [Name],

I noticed that your team at [Company] is working on [specific challenge]. I'm building [startup/product] that helps solve this by [solution].

Would you be open to a quick call to see if it's a fit?

Best,

[Your Name]

## LinkedIn DM Template

Hi [Name], I came across your profile and loved your post on [topic]. I'm currently working on [your project/startup] and would love to connect and swap notes sometime.

## 03 STARTUP HACKS & PLAYBOOKS

# 03



## How to Land Internships Without Job Boards

- Search LinkedIn for your role → filter by People.
- Find analysts, associates, or interns at your dream company.
- Use RocketReach to find their work email.
- Send a short cold email (see template).
- Follow up in 3–5 days.

*One thoughtful cold email a day beats 100 job applications.*

## Startup Outreach Playbook

- Use Apollo.io to build your lead list.
- Export into a spreadsheet.
- Write one 4-line cold email
  - (Intro → Compliment → Ask → Thank You).
- Send via GMass or Apollo's tool.
- Track opens and replies → repeat what works.

*Outreach = personalization + consistency.*

## 03 THE \$100 GROWTH HACK



Here's how to get your first 100 users:

- \$50 → Reddit ads in niche communities
- \$30 → Twitter ads promoting a product thread
- \$20 → Micro-influencer shoutout on TikTok/IG
- DM everyone who engages → invite to beta
- Ask for feedback → turn best ones into testimonials

Your first 100 users should feel  
**hand-picked.**



**That's it! Now it's your turn.  
Start with one cold email or one  
growth hack today.**

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