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A well-written 'cold email' can open a lot of doors for you.

Here's how I used it to land interviews at companies like Amazon, Microsoft, LinkedIn and others.


 **94**

 **67**

 **2.5K**

 **337K**



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First, why cold emails (or InMails)?

Instead of just applying to a job and waiting, you're making things happen on your terms.

You can take control of your job search by initiating contact with potential employers or mentors.

Ok let's dive in.



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1/ Identify Your Target(s)


I look for people in three categories:

- HR/Recruiters
- Hiring Managers
- Peers in the job I want

Get specific...trying to land an engineering job? Look up Technical Recruiters.

The company's LinkedIn page is great for this step.



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2/ Dig Up Their Email


A few tools I've used for this:

- Hunter
- Mailscoop
- RocketReach
- Skrapp

If I can't find their email, I'll send them an InMail.

Ok, now to the actual message...



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3/ Craft a Killer Subject Line


Keep it short, intriguing, relevant.

Some ideas:

- touch on their background
- something they did
- something they wrote

Ex. "Your LinkedIn Post about entrepreneurial thinking"



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4/ Hook Them In

The start of your message should be personalized and include your reason for reaching out.

Ex. "I read your LinkedIn post encouraging employees to think like entrepreneurs. This resonated with me since I'm interested in working at organizations that embrace this mindset... "



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5/ Prove your worth

Most people make the ask and skip this part.

Showcase how you can solve a problem or add value to their company in a few bullet points:

- [Accomplishment/Skill #1]
- [Accomplishment/Skill #2]
- [Accomplishment/Skill #3]



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6/ Clarify Your Intentions

Give the recipient an understanding of what you're looking for.

Ex. "I'm really interested in [company/industry] and I'd love to learn about your experience, exciting projects you're working on, and potential opportunities where I could add value."



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7/ The Call to Action

Don't leave things open-ended,
make the ask.

Ex. "Would you be open to a 20-minute virtual coffee chat over the next couple of weeks?"

If it's not a good time, I completely understand. Either way, I hope you have a great rest of the week!"



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8/ Hit Send


Your message is ready to send!

One tool I recommend for sending messages is "TextBlaze."

Their plugin saves templates and uses keyboard shortcuts to insert those templates anywhere (Gmail, LinkedIn, etc.).

It can save you hours of time when doing this at scale.



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9/ Follow Up

If you don't get a response to your first message that's ok.

Everyone is busy and sometimes a nudge can help.

I'll follow up once or twice after my first message (waiting ~5 business days between messages) before moving on.



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That's it! If you found this helpful:

- Like and share this post with your network
- Check out my course on how to land more interviews and job offers (link in my Featured section)

