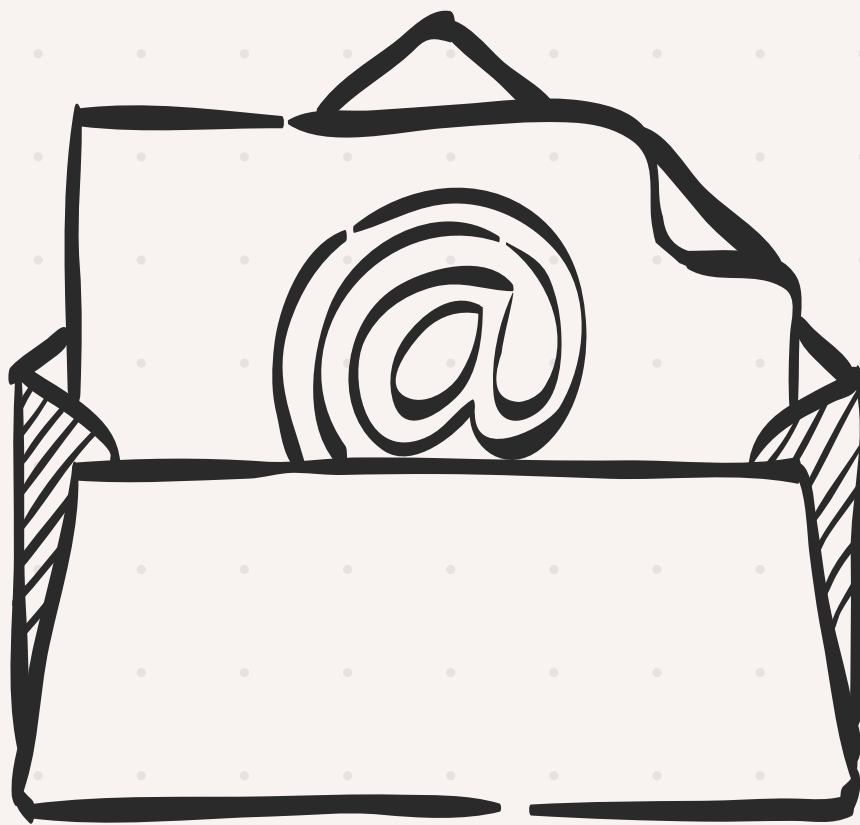


# 9 Steps to Create Cold Emails That Land Interviews

(how I got into Amazon, Microsoft, and LinkedIn)



*Reno Perry*



# 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.



## 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...



# 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"



## 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..."



## 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]



## 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."



## 7. MAKE A CALL TO ACTION

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

Ex. "Would you be open at 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!"





# EXAMPLE EMAIL

**Subject:** Loved your post on innovative product scaling

Hi Jeff,

Saw your post on LinkedIn about leading cross-functional teams to scale innovative products. Your point about fostering a “user-first culture” really resonated with me, especially as I’ve been championing a similar approach in my current role.

I’ve focused on:

- **Driving a 25% increase in user engagement** within six months by revamping our product roadmap.
- **Leading a 20-person cross-functional team** (engineering, design, and QA) to deliver major features on time and under budget.

Given my background in **product leadership and team-building**, I’d love to learn more about your approach at Intuit and share some ideas on how I can add value to the group.

Would you be open to a 20-minute coffee chat next week?

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

Best,

Matt

## 8. HIT SEND

Your message is ready to send!

Tools I recommend to save time:

- Mixmax
- Yesware
- Boomerang for Gmail

These help you send emails at scale, automate follow-ups, get reminders, and see who opened/ replied to your emails.



## 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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