



How to write “Cold Calling” messages to potential employers on email or LinkedIn:

Example #1

Dear [name],

I hope you don't mind me reaching out to you directly!

Explain your connection to the business. Examples:

Our paths have crossed quite a few times — first while I was at Acme Corp, and more recently at XYZ Supplies.

I've long been a fan of your work / your company, especially ABC and 123.

Explain your current situation briefly. Example:

I'm currently working at Tracer Widgets in digital marketing. I love what I do, but recently have been thinking about the next step in my career.

Let them know you'd love to know of any openings or possibilities at their company. Examples (you should be more specific about what, exactly, you admire about their company's work):

The more I read about your company and think about your mission, the more excited I get and attracted I am to all the amazing things you're doing! Please keep me in mind if there are any ways for us to work together in the future.

Ask them for a response. Example:

Let me know if you have a few minutes to chat at some point in the next week or two. Or, if it's easier for you to respond via email, that works, too. I've also attached my resume, in case that helps you see where I might be able to contribute to your team.

Hoping to hear from you and thanks very much for your time!

[Your Name]

Example #2

Dear Sam,

I became familiar with your company when I read that great *Forbes* article about your CEO last year.

Once I started using your service and reading more about your company, your ethos and mission, and how it positively affects so many people, I became more and more interested in working for your company.

I have been in content management for the last five years. While you may not need someone with my skills right now, please keep me in mind if any related opportunities arise, either for project work or a full-time role.

My resume is attached in case you'd like more detail as to how I might fit in with your team and help your company thrive.

I thank you very much for your time and wish you all the best!

Jane