



Warm Email Prospecting for Freelancers

Searching for Email Addresses with Google Summary Document

Note: These searching techniques are discussed in much more detail in Module 2.

Site-Specific Search When You Have the Person's Name and Company

Use the advanced search commands in Google to search for a contact name within a specific website. For example, if you're trying to find out more about an individual named Jennifer Ellis who works at Microsoft, you would type the following command into Google:

"Jennifer Orchard" site:Microsoft.com

Broad Web Search When You Have the Person's Name and Company

Something else you can try is a broad search of that contact name in Google to see if the email address comes up anywhere. One specific type of search to try would look like this:

"Jennifer Orchard" "@microsoft.com"

Broad Web Search When You Don't Have Person's Name

But what if you don't have the person's name? You could try this:

"@microsoft.com"*

That would give you a list of results for all occurrences of a Microsoft email address that have been published on the web somewhere. The asterisk is basically a placeholder and tells Google that you're OK with any name in that spot.

Keep in mind that you're not searching the organization's internal email directory in their email server. All you're doing is looking for *published* instances of email addresses on the web.

Broad Web Search When You Don't Have Person's Name But You Have Their Title

You can add qualifier terms to your search to make it even more specific. For instance, you could type:

"@microsoft.com" "director of marketing"*

This will search for pages that contain both that specific job title *and* someone's email address at the company. It may not be the email address of the individual you're looking for, so you'll have to sift through the results carefully.

You Have a Title But Not a Person's Name — Broad Web Search

Another good search type to try (if you're just looking for actual names for now and not necessarily an email address yet) is this:

"marketing manager" + "Microsoft"

This is essentially telling Google that you're looking for instances of the phrase "marketing manager" and "Microsoft."

You Have a Title But Not a Person's Name — Site-Specific Search

Because Microsoft is such a large company and "marketing manager" is such a common term, you'll probably have to sift through quite a few search results before you found what you needed. So another way to do this would be to limit Google's search to Microsoft's website only:

"marketing manager" site:Microsoft.com

Eliminating Certain Types of Results

When you use Google to conduct these types of searches, one of the search results you'll come across a lot is for job openings with that title. And even though you can just ignore those, it's often easier to search for what you need when you don't have a lot of clutter to sift through in your search results. One way to do this is to eliminate search results that have the word "job" in them. Here's an example on how to do that:

"marketing director" site:Microsoft.com -job

Let's say you are not as specific about the actual individual you're looking for because you could technically approach a number of divisional vice presidents within a company—not just, say, the vice

president of operations. In that case, Google has a neat little feature that allows you to make your search a bit more flexible:

*"vice president of *" site:Microsoft.com -job*

The asterix is a placeholder and tells Google that you're OK with any name in that spot.