

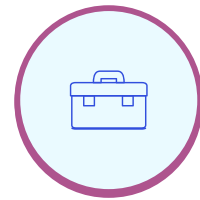


THE TOOLKIT

A collection of resources designed to provide practical tools for women and non-binary undergraduate students.

Cold Emailing

Not a lot of people realize that we have the world at our fingertips with the amount of information that we can access online. Communication is easier than ever, especially reaching people that you haven't been able to come face to face with yet. Maybe you want to expand your network or business, maybe you want to get in touch with a long time role model, or maybe you want to reach out for a job/research position. No matter who you want to contact, you are allowed - in fact I encourage you - to reach out. In this issue of The Toolkit, you will receive tips on how to send an effective cold email.



"YOU NEVER KNOW UNTIL YOU ASK. I ONCE REACHED OUT TO A PROFESSOR THAT I THOUGHT WOULD NEVER RESPOND TO MY EMAIL. I WANTED TO DO SUMMER RESEARCH WITH HIM AND I FELT THAT IT WAS A LONG SHOT. HOWEVER, 2 HOURS AFTER HITTING SEND, HE RESPONDED WITH A DESIRE TO DISCUSS FURTHER. I ENDED UP SPENDING MY SUMMER AT OXFORD UNIVERSITY INVESTIGATING NANO-DIAMONDS."
- PHYSICS MAJOR

Tips & Tools

1

Make the email slightly personal. Do your research on who the person is, what their interests are, and what they care about. Do not refer to their works if you have not read them and do not mention one of their works if you're not able to dive into detail. Do not simply write, "I thought your work was insightful!". Instead write, "I thought your work was insightful because xyz and because of this I wanted to reach out to you regarding this specific question." Personalization is important and it shows that you've done your research. Also, make it clear as to why you are emailing *them* instead of someone else. People are more willing to respond if they believe that they are uniquely qualified to help. Outline where they fit in so that it makes sense why you're contacting them in the first place.

2

Introduce yourself. Ask yourself the questions: why am I valuable to this person? What can I do for them? Then include this in the beginning of the email. Remember that while you've done a ton of research on this person, they know little to nothing about you. You need to show them that they can trust you and establish credibility. Therefore, if you're reaching out for a research position, give a brief 1-2 sentence summary of your previous research experiences and how they apply to the research that your recipient conducts. If you know someone in common, mention them. This is the strongest connector and will give you the most credibility. Now, you are no longer a stranger. Even better if you can Cc this person - always ask for permission first!

3

Keep it short and to the point. Emails that are too long will be tossed in the waste bin. It should be no longer than 2 paragraphs (~8 sentences total). Get to the point and make sure you include a direct, easy ask. Why are you emailing this person in the first place? People usually enjoy helping others, but be concise in how you ask for it and don't ask for too much too quickly. Remember, this is the start of a relationship; the person doesn't know you yet.

4

Be appreciative and helpful. "Thank you" can go a long way as well as recognizing that the person you're emailing is often busy. Give them a way out by saying, "I know that you have a busy schedule and I completely understand if you do not have the time to help right now." Studies have shown that people are more willing to respond if you give them an out. Additionally, why should the person reading care about your email? Give them something that they want or offer your help in some way. Show them that you're not looking for a one-sided relationship.

Tips inspired by - "[A Guide to Cold Emailing](#)" by Tucker Max | The Harvard Business Review

Further Reading

"[The Must Read Guide to Cold Emailing](#)" by Lucy Literado | Reply.IO
 "[Your Dream Job is One Cold Email Away](#)" by Arteen Arabshahi | TEDx

A note from the author

Always feel that you can reach out. One email can lead to countless opportunities if done appropriately. What I have found - I've cold emailed 100s of people - is that people are willing to be helpful. People are willing to discuss their work with you or give you some of their time if you are genuine and passionate. My personal advice would be to make sure that these two things come across in your email. Don't be afraid to contact someone; the worst thing that will happen is nothing. - Kaitlin Gili, CEO