

How to Write a Cold Email

Reasons to Write a Cold Email

- Get feedback on job/internship application materials
- Learn about best practices for applying to specific employers
- Initiate relationships with alumni or members of industry
- Gain advice from professionals
- Learn about unmarketed job/internship/research opportunities
- Gain industry knowledge

Question Suggestions

- Can you provide me with feedback on my application materials for X company?
- Do you have any insights on which experiences I should pursue now to be competitive in X field in the future?
- Are there any feeder companies/grad schools/experiences that help people get into X company?
- Do you have any advice about resumes and cover letters for X industry?
- Do you have any recommendations on how I can make the most of my summer?
- Are there any classes or experiences at BU that you recommend for gaining experience in X field?
- Can you provide any technical insights or advice on X project I'm working on?
- Do you know of any upcoming internship/job opportunities at X company or in X field?

Sample Email

1. Introduce yourself.

Hi Mae,
I'm Satya, a junior electrical engineer at Boston University.

2. Define the reason for reaching out.

I came across your profile on BU Connects and am very inspired by your career, I am also interested in aeronautics and am currently applying for internships at NASA.

3. Make a specific ask.

Is there any chance you'd be willing to provide me with feedback on my application materials over a virtual coffee in the coming weeks?

4. Make scheduling as easy as possible.

I'm generally available on Tuesdays and Thursdays after 2pm, but can be flexible around your schedule. If you're willing and available to meet please let me know what works best for you and I'll send along a calendar invite with a zoom link.