

## How to Write a Cold Message

### What is a “cold message?”

A cold message is **a personalized message sent to a recipient with no prior connection to the sender, often via email or LinkedIn**. You can send a cold message to an industry professional to:

- Set up a time to meet
- Receive feedback on job/internship application materials
- Learn about best practices for applying to specific employers
- Learn about unadvertised job/internship/research opportunities

### Question Suggestions

- Do you have any insights on which experiences or class electives I should pursue now to be competitive in X field in the future?
- 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?
- Do you know of any upcoming internship/job opportunities at X company or in X field?

**Preferred Outcome:  
Synchronous Meeting  
with Message Recipient**

#### Introduce Yourself

Hi Mae,  
I’m Satya, a junior electrical engineering student at Boston University.

#### Define the Reason for Your Message

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

#### Make a Specific Ask

Is there any chance you’d be willing to provide me with feedback on my application materials by meeting on Zoom in the coming weeks?

#### Simplify Scheduling

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