**Cold Emailing Tips and Tricks:**

As you probably know, business a lot of the time boils down to “who you know” not necessarily “what you know.” That’s right, standing in between you and your dream job could be someone who networked harder than you and met the team ahead of the interview process. So, to increase your chance of getting an interview, reach out!

Below are a few tips and tricks as well as templets to help you with your networking:

**Who do I reach out to?**

* Aggie Alumni: One of the things I’ve noticed is that Aggies love to help other Aggies. Here is how I find my alumni:
1. LinkedIn
2. Go to Texas A&M’s profile.
3. Click People
4. Enter search criteria and filter. Ex: “dell” or “software engineer” Do not limit yourself to one specific

Do not limit yourself to just Aggie Alumni if that is not working out. If you see somebody that has a cool LinkedIn background that is like yours, reach out to them!

**How do I decide if I should message them on LinkedIn or via Email?**

* When viewing somebody’s LinkedIn profile, select “See all activity.” Here you can see how often they either like, share, comment, or post themselves.
* If somebody is very active, you have a way better chance reaching out to them via LinkedIn rather than email. If they are not active on LinkedIn, try and get their email via [snovio](https://snov.io/).

**How do I reach out to people via LinkedIn with only 300 characters?**

* Here is how I like to think about it. Introduction 🡪 why I am contacting you 🡪 request for phone call. While tone of voice and content may be different across industries, this is what I used for my finance internships. Therefore, I would NOT recommend copying this word for word

Hi \_\_\_\_,

My name is \_\_\_\_\_\_\_\_ and I am a sophomore finance major at Texas A&M looking to launch a career in \_\_\_. After viewing your background, I was wondering if you would have time for a quick call within the next week or so to discuss your position as I’d love to learn more about your career.

**Following Up with a Recruiter from a Career Fair:**

* I never had to do this, so I don’t have great advice here. I’ve read to always do it within 24 hours of meeting him/her, so they remember you best. Include something important you both talked about to jar their memory.

**Cold email template for recruiters:**

* This is what I used a few times; however, the end needs to be more personalized for your curiosities. Personalize this and make it your own, but here is a general idea on what I like to say

Good morning/afternoon \_\_\_\_\_,

My name is \_\_\_\_\_ and I am a “*year” “field of study”* major at Texas A&M University looking to launch a career in \_\_\_\_\_\_. I’m particularly interested in “*company name” “job title or particular team you want to work for”* in *“location,”* and after viewing your background, I was wondering if I could ask you a few questions regarding the *“insert what you want to talk about….is it expected application opening dates and the recruiting process in general.”*  If you have time for a brief phone call, I would really appreciate it.  *I needed to keep my email extremely short, so I ended it like this. Make yours a little more personable.*

*ATTATCH RESUME ALWAYS*

*ALWAYS FOLLOW UP WITH A THANK YOU SAYING IT WAS GREAT TALKING ABOUT X, X, AND X AND MAYBE SAY HOW YOU WILL BE ON THE LOOKOUT FOR APS IN THE NEAR FUTURE OR YOU LOOK FORWARD TO ANY FUTURE OPPORTUNITIES AHEAD (IF YOU TALKED ABOUT THAT)*

**Cold email template for employees to “name drop me”:**

* Personalize this and make it your own, but here is a general idea on what I like to say

Hi \_\_\_\_,

My name \_\_\_\_ and I am a *“year”* “*field of study”* major at Texas A&M University looking to launch a career in \_\_\_\_\_ (don’t have to say this exactly). I'm particularly interested in *“company name’s specific group/job title* *(Ex: pursuing a career in software engineering orrrrrr Dell’s freshman leadership program)*, and after viewing your background, I was wondering if you would have time for a brief phone call within the next week or so to discuss your position as I'd love to learn more about your career. If so, a few times which work well for me are \_\_\_ and \_\_\_\_ from \_\_\_ CST as well as \_\_\_\_, however, I'd be more than happy to accommodate whatever time best fits your schedule. If you have time for a quick call, I'd really appreciate it. **ATTATCH RESUME.**

Best,

**XXXXXX**

Texas A&M University Class of XX

*Degree*

*Number*

After your call, always follow up with another email thanking them for their time and how it was great learning about X, X, and X and how you hope to stay in touch throughout the future etc. (you get the jist)

**What Do I Do Once We Schedule a time to chat?**

* Have a list of questions prepared beforehand, and always look at their LinkedIn profile beforehand (I assume you already have)
* SEND THEM A CALENDAR INVITE AS THEY ARE BUSY AND WILL FORGET
* ALWAYS have these 4 questions prepared incase they treat this phone call as a first round interview: “*Tell me about yourself”, “walk me through your resume”, “Why this firm”, and finally “Tell me what you know about our firm (*I got caught with this once and it cost me a really good chance at a job)*”*
* I like to start it off thanking them for their time. Be casual and open to learning! Let them speak for most of the time as people love talking about themselves!
* LMK if you want good questions to ask!