

The Cold Email

Why Should You Write a Cold Email?

You have an important question for which you need an answer, but you need to get in touch with a stranger in order to do so. How do you present your request in an articulate manner that would garner a response from someone who does not know who you are? With an impressive cold email.

Now, you are about to reach out to someone whom you have never met. Additionally, you are about to ask for a favor. Can you imagine marching into their office and doing this in person?

If you are bold and unafraid of consequences, this thought probably does not scare you.

But for the rest of us, making a first impression while requesting help can seem a little daunting. Knowing about a shared connection or a mutual friend might boost our confidence (especially if they are there to introduce us), but even so, we might jumble our words when the time comes and miss out on getting the assistance we desired.

Fortunately, with a cold email, you actually have the opportunity to refine your words ahead of time and take advantage of those connections too, guaranteeing that you will make the best first impression. And even though you have never met the recipient, there are plenty of ways you can learn all about them beforehand to get a sense of who they are. Our guidelines below will ensure that you immediately communicate everything you need to in a clear, concise, and impactful manner.

Who Should You Engage?

First and foremost, **the email recipient is equally as important as the email content.** The right message in the wrong hands is useless. A great tip for you is to check on LinkedIn to see who viewed your profile, check out their profile, and reach out to them (if their company is of interest). They already have demonstrated some level of engagement with you – and bonus, they have seen your face and have already formed the beginnings of a connection.

A cold email gives you the time to make certain your message states exactly what you hope to convey.



When Should You Send a Cold Email?

You should send a cold email in the following situations:

Before Your Job Search Begins: If you are trying to feel out potential employers, you should do so before actually applying so that you do not waste anyone's time if the organization is not a good fit. The cold email approach here is more of an informational conversation, so it can have a more casual tone; you still want to make a strong impression though because it could lead to a hire.

During Your Job Search: If you have the contact information for a hiring manager, do not submit your materials through LinkedIn's Easy Apply or any other quick method of applying. You want to guarantee your application ends up in the right hands, and the most surefire way to do so is to send it directly to the person who will review it.

When You See a New Job Posted: As soon as a job is posted for your target company, send a cold email. Even if there is an application period, you never know if the company will take down the post before time is up because they have enough qualified candidates. You do not want to miss your chance, so don't push it off more than a few days – of course, take the time to compose an impactful cold email, but as soon as it is ready, send it along!



The Thank You Note

“No one who achieves success does so without the help of others. The wise and confident acknowledge this help with gratitude.” —Alfred North Whitehead

Why Should You Write a Thank You Note?

When someone does something for you, generally, your first reaction is to thank them for helping you out. Whether the task is big or small, you are grateful for their support and want them to know you feel this way. Saying thank you creates a great impression and is the foundation for strong relationships. This is no different in the professional realm. Never take someone’s help for granted and only think about the worth for yourself. Even if they were eager to help in the first place/they are helping because the outcome benefits them too, or it seems like they don’t expect any recognition of their work for you, you should still reciprocate their kindness. Providing compassion earns a thank you automatically, and offering thanks should be a standard for any personal or professional interaction that involves someone doing something for someone else.

Don’t be a taker. Be a thanker.

Here are the top four reasons for sending a thank you note:

1. **You want to extend gratitude for the time spent on you.** A thank you note demonstrates that you acknowledge someone went out of their way for you. Yes, they might need to fill a position, but they did not have to chat with or interview you – they made that decision because they wanted to give you something of benefit, and therefore you should thank them for performing this favor.
2. **You want to prove that you care about the job.** Use this opportunity to reiterate your genuine interest in this role. Be authentic and specific, even providing some fleshed-out ideas you would contribute to the company and demonstrating how your values align with theirs. No interview will be exactly the same, and no position will be identical, so make certain to emphasize key aspects of the interview to show that you were paying meticulous attention during your conversation to what qualities this specific company mentioned were significant.
3. **A good thank you note can push people over the edge if you are ever in the gray area of yes/no for a job.** If a conversation about a specific topic did not go as planned, you don’t have to just consider it a failure and write it off. You can use the thank you note as an opportunity to clarify what you wanted to say. Take a moment to reflect and reframe, and then present the ideas so they can be perceived as desired.
4. **A good thank you note can remind a busy person to consider you for the position.** The Let’s Eat, Grandma team has talked to COUNTLESS professionals in charge of hiring (corporate recruiters, hiring managers, HR professionals, and even executives) who have told us that a good thank you note is not only required—but has the ability to influence their impression of the candidate greatly. By once again showcasing you are the ideal candidate, everything else about why you are a great fit will come rushing back to them, and your worth will be at the top of their mind now. Otherwise, they might forget about you, and no matter how strong of a candidate you were, someone else who made certain they were extra memorable will be given the job.

Who Should Receive the Message?

Send a thank you note to everyone with whom you interviewed. You do not have to send individual emails, but all the interviewers must be included. They are all giving up time to meet with you, have certainly given up time beforehand to prepare, and will definitely give up more time debriefing. So recognize the efforts of everyone involved in your hiring process – even if they had to put aside other work, they will feel that it was worthwhile knowing that you respect and appreciate their contributions to your application journey.

If you don't have the contact information for your interviewer, try to remember to ask for their email or business card at the end of your interview. If you happen to forget, you can reach out to the person who scheduled your interview for the contact information, and then send them a thank you too! Their role in organizing it should also be appreciated.



When Should You Send a Thank You Note?

You should send a thank you note **after every interview – and after each “advice conversation”** you have with a professional. The key is to establish even more rapport, and the sooner you send it, the better because it shows that this job is a priority for you. Ideally, you should send it within a few hours after the interview is over while the conversation is fresh in the interviewer's mind, especially if they have a busy day of meeting candidates (don't send it right away or even have it queued up to just press 'send' – take time to reflect on the interview and write a note specific to this conversation to show that you really value what they had to say). An email is the quickest way to do so, but a handwritten letter is always a nice touch. If you decide to mail a letter or deliver it in person, send a quick email as well so the recipient still recognizes your urgency; you can make reference to the note in the email so that they know to look out for it.

What Should The Message Say?

A thank you note should offer appreciation for the recipient and it should recap your conversation. You should use this reach-out as an opportunity to provide a tangible reference for the interaction and to continue the conversation. Share your enthusiasm for the position, briefly note what you discussed, reestablish how you can help the company reach its goals, and give them something to remember you by. If you had a connection, work-related or not, mention it here. If you had a playful rapport, use the same tone here. If there was an aspect of your job/work ethic that you noticed stood out in your conversation, highlight it once more. Then, close without putting any pressure on them for an answer.

Do not appear needy or impatient, and do not take your 'relationship' to a personal level unless shown a desire by the recipient. Additionally, do not go overboard in the amount of detail you include. Unless specifically requested or you are 100% sure that some extra points or materials will really help to make your case, do not send along supplemental information or bring new ideas to the table. You already shared who you were – additional attempts can look desperate if not done with refinement.