Twitter Thread by Sahil Bloom



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One cold email can change your life.

Here's how to write a great one:

I've sent (and received) a lot of cold emails—some great, some not.

What I've learned: a cold email success is never an accident.

The features of a great cold email:
• Short & Sweet
• Personalized
• Credentials or Social Proof
• Create Value
• Clear CTA

Let's cover each:

Short & Sweet

If you're sending a cold email to someone, remember that the person receiving it probably gets a lot of these.

They don't have time (or energy) to read through long and winding notes.

Keep it short and sweet.

Space out the text to make it optically inviting.

Personalized

No one likes a generic email—it's auto-deleted 99% of the time.

Personal touches make all the difference.

A few ideas:

• Reference a book they love
• Mention a podcast they were on
• Compliment their work

Make it clear you didn't send out hundreds of the note!

Credentials or Social Proof

Infuse credentials or social proof—i.e. reasons the person should take you seriously.

Don't be humble—let it shine.

What have you done or created that is interesting or notable? Who has engaged?

Show them they would be crazy to ignore your email.

Create Value

The foundational rule (in business & life): create value, receive value.

If you create value for the person you're emailing, they are much more likely to engage.

What can you do to save them time or reduce their stress?

It can be small—a little goes a long way.

Clear CTA

Every successful cold email has a very clear call-to-action.

It has to be specific and succinct.

Use hard enters and spacing to make sure it stands alone in the body of the email. It should be effortless to find and understand the ask.

Be bold, but don't overreach.

Now that we've covered the key features, let's look at a few of my favorite examples of successful cold emails.

I'll breakdown why they worked (using the key features we just covered):

Email from @niraj to @evanspiegel

■ Short & Sweet
■ Credentials
■ Clear CTA

Brilliant example of effective brevity. Any high school junior who has done this much and is bold enough to make this ask deserves to be taken seriously.

Internship

me Apr 14, 2014
to evan

Hey, my name's Niraj Pant.

I understand your time is valuable. I'll only write three bullet points.

Programming since 8th grade.

Have most experience working in Java/Obj-C/Android/iOS.

Want to intern for Snapchat this summer as a high school junior. How?

Thanks,
Niraj

Evan Spiegel Apr 14, 2014
to me, Ona

Hey :) appreciate the brevity

Copying Ona our lead recruiter

Thanks!

Email from @david_perell to @tylercowen

- Personalized
- Social Proof
- Clear CTA

Amazing email (that led to some amazing things).

The personal touches at the beginning show clear effort. Tons of social proof (Neil deGrasse Tyson, Seth Godin). Clear CTA and plan of attack.

Tyler,

Hope this email finds you well.

Big fan of the podcast. The conversations with Ben Sasse and Camille Pagila are my favorites. I admire your ability to cross intellectual boundaries and invite guests outside the mainstream.

A little bit about myself: at 22 years of age, I've started a business, a YouTube show and a podcast, which I'd love to host you on.

I hosted Neil deGrasse Tyson in May and Seth Godin in April. I also hosted Doug Abrams last year to learn about the week he spent with The Dalai Lama and Archbishop Desmund Tutu.

Would love to host you on the podcast. I live in New York but I'd happily travel to George Mason to make this happen. We'll chat food, culture, and travel. Particularly eager to discuss Marginal Revolution University, the history of online writing, and the lessons you learned from Thomas Schelling.

Confident I can provide a stage for you to share what you've learned, engage thousands of youngsters, and promote *Marginal Revolution* and *Conversations with Tyler.*

Would be an honor.

Email from @RohunJauhar to @chamath

■ Short & Sweet
■ Create Value

This is probably the best example I've seen of creating value in a cold outreach.

They built Chamath a website for his teased CA Governor run and emailed him the landing page.

Hard to ignore that effort! https://t.co/s6zMXWR6bj

> They wakeup in the morning to 3 emails from Chamath.
>
> The first - "Holy shit! I love it!"
> The 2nd, asking to setup a call
>
> Instead of begging to meet a busy person...they did something to add value to him, which made him WANT to meet them. pic.twitter.com/aG4Qatq4rY
>
> — Shaan Puri (@ShaanVP) February 3, 2021

Cold emails changed my life—they can change yours too.

To summarize, the key features to leverage:

• Short & Sweet
• Personalized
• Credentials or Social Proof
• Create Value
• Clear CTA

Start infusing these and I guarantee you will improve the conversion of your efforts.

Follow me @SahilBloom for more threads on business, finance, careers, and decision-making.

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