Twitter Thread by Ishan Sharma



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5 cold emailing hacks that ACTUALLY work!■■

A Thread■

1. Find out the email of the person you want to reach out to

- Check their social media profiles first.
- If you don't find it there, then use email scrappers like Lusha or RocketReach.

- You can even use hunter . io to figure out their company formats.

- Use that combination for the person you want to email.

These strategies will help you get access to the email IDs effectively.

2. Write a catchy subject line

Be straightforward. Directly address them. Get their attention as soon as possible.

Using an emoji also helps differentiate your email.

Eg. A subject line that worked for me was "Hey XYZ, your Youtube channel needs this"

What you shouldn't do?

Writing anything in the subject JUST to get their attention.

Avoid clickbait. Just be honest with the purpose you are writing for.

3. The main content

Divide it into three paragraphs. Include:

- Your short introduction. What do you do and why should they take you seriously?

- What's your context with them?

- What's your ask? Be clear & precise. Avoid generic questions.

Keep it short. Each paragraph must be in 2-3 sentences. Cut the fluff.

Show your work. Let them know what you are capable of.

Embed the links to your previous work with the text in the mail.

4. Following up

Follow up after the 2nd & 4th day of sending the email. Keep your ego aside and drop a gentle reminder.

If you still don't get their response, either they're not interested or the email is landing in the spam folder.

Try Superhuman to detect this.

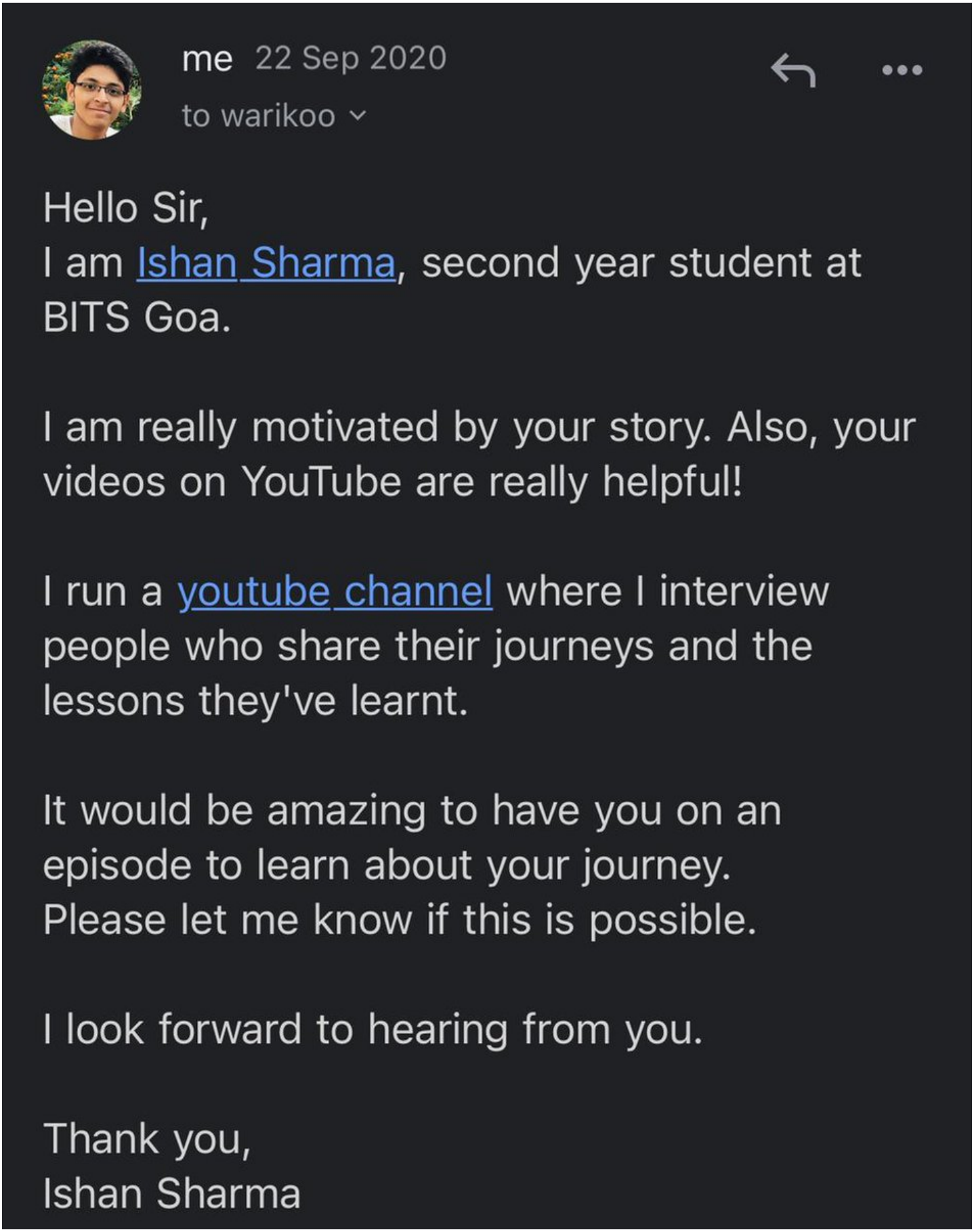
5. Cold DMs

Your first text should NOT be an ask!

Try to establish a relationship with them by adding value from your side first and then ask after 2-3 convos.

Here's the first cold email I sent to @warikoo

I followed up with him for 8 months and finally recorded a podcast with him.■



Here's the first cold email I sent to @VarunMayya after which I connected with him.

Thank you Varun! + A Request

Inbox



me 28 Sep 2020

to varun

Hey Varun,
I am Ishan Sharma, a student at BITS Goa. I watched the webinar you did at CEL BITS Goa.

I loved the insights in the webinar and really enjoyed listening to your story.

I also read your book and started freelancing!

I also have a youtube channel and podcast that I started this year.

Would it be possible for you to join me for a podcast episode? It would be great to talk to you about how you built Avalon Army and how you pivoted your businesses during lockdown.

Please let me know if this is possible.

Looking forward to hearing from you.

Thank you,
Ishan Sharma

. @riteshagar cold emailed a 100 different startup founders and got the chance to meet Tony Hsieh of Zappos in person.

Don't lose hope! Each cold email is only getting you closer to a reply.

Steve Jobs cold called Bill Hewlett and unexpectedly ended up getting a job at HP working on the assembly line.

Most people don't get the opportunities because they never ask.

For more such insightful threads, follow @Ishansharma7390 ■

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https://t.co/mbYL3XFQA8

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> — Ishan Sharma (@Ishansharma7390) April 20, 2022