Twitter Thread by Toby ■■



Toby ■■
@tobydoyhowell

1/ The cold email

the second most powerful tool for landing a job behind “my dad is the CEO.”

I’m a big fan of the cold email for one reason in particular

it helped me land my current job at @MorningBrew

a thread

2/ Below I’ll be highlighting some of the keys to a good cold email:

How to break the ice
How to establish credibility
How to frame your ask
How to stick the landing

3/ To start, here is the full email

Let's get into it

Hi guys,

I'm writing this email because I know the Brew is expanding even faster than that weird science experiment David Dobrik did in his backyard.



(Fun fact, this foaming compound is called "elephant toothpaste")

I'm sure the thought has crossed your mind, but a sports newsletter should be the next thing to percolate out of the Brew content coffee maker.

I am speaking with someone at Axios in regards to their sports reporter role this Friday but I'm happy to come to New York in the next week or so to outline my vision for the Sports Brew newsletter.

Spoiler: It would be like Kendall's, but Brewier.

I'm attaching the newsletter I wrote that got Kendall's attention at Axios. Imitation is the highest form of flattery. I'm currently working on an example Sports Brew newsletter that I'll send your way as soon as it's finished.

I'll be on the next bus to NYC if you're interested, but a phone call works too. Let me know if you'd like to schedule a time to talk.

All the best,

Toby Howell

4/ BREAK THE ICE

show that you value what they value

when I emailed @austin_rief about getting a job with the Brew, I led with a really niche David Dobrik reference

David is his dude

ice=broken



5/ ESTABLISH CREDIBILITY

this is where amateur cold emailers often make the biggest mistake. They are afraid to self promote and I feel that

so I took an alternate approach

i mentioned one of Morning Brew's competitors, Axios

> I'm sure the thought has crossed your mind, but a sports newsletter should be the next thing to percolate out of the Brew content coffee maker.
>
> I am speaking with someone at Axios in regards to their sports reporter role this Friday but I'm happy to come to New York in the next week or so to outline my vision for the Sports Brew newsletter.

6/ by casually name-dropping Axios, I immediately showed that I must have something of value to add

or else Axios wouldn't be talking to me

7/ other ways to build credibility

1. interact with them on a social platform (in a positive way) then mention the interaction

2. provide some insightful commentary on a piece of content they've created

3. reference a mutual acquaintance

8/ other ways to build credibility cont.

4. show off something you've built, not something you accomplished

(You built your own newsletter whereas graduating from a certain college is something you accomplished)

9/ FRAMING THE ASK

you have to reach out with a purpose

I didn't ask for a job (which is what I really wanted)

I offered them a chance to see my vision for a new content vertical

now the power dynamics have changed

> I'm attaching the newsletter I wrote that got Kendall's attention at Axios. Imitation is the highest form of flattery. I'm currently working on an example Sports Brew newsletter that I'll send your way as soon as it's finished.

10/ I'm not requesting an interview

or for Alex and Austin to look at my application

only to consider a potentially valuable Brew product

plus its unique

11/ I doubt many people have pitched them on a new newsletter...

then actually wrote a new newsletter

(not sure if this pic will work put here's a looooooooong JPEG image of the Sports Brew I wrote)













































12/ Brew managing editor @Neal_Freyman agrees

“There are a zillion writers who would love the position but not many would take the time to unsolicitedly write out an entire newsletter. That's what made your email stand out.”

13/ STICKING THE LANDING

you’ve done the dirty work

all that’s left is to go ahead and ask for what you want

always finish the email with a request

14/ instead of a less direct “Let me know what you think,” or “Thank you for your consideration”

establish a sense of urgency and give your chain of communication an actionable next step

I'll be on the next bus to NYC if you're interested, but a phone call works too. Let me know if you'd like to schedule a time to talk.

All the best,

Toby Howell

15/ Telling @BUSINESSBARISTA and @austin_rief that I’ll get on the next bus shows that I mean business...

and a few emails later

I actually did get on that bus

did get an interview

and the rest is history

Congratulations Toby!

It is with great pleasure that we offer this amazing opportunity with the Morning Brew team! Attached you will find your offer letter which details all matters concerning your employment with us.