

How to Write a Cold Email That Gets Interviews at Top Companies

Step 1: Get Clear on Your Goal

You're not asking for a job in the first message.

You're asking for insight, guidance, or a quick chat, aka, a *warm intro to the hiring path*.

Your goal is to:

- Build rapport
- Get on their radar
- Possibly get referred

Step 2: Find the Right Person

You're not aiming for the CEO.

You want someone 1–2 levels above or lateral to your target role.

Use LinkedIn filters to find:

- Team leads
- People on the actual team
- Recent hires (they remember the process!)

Step 3: Personalize the First Line

This is everything. If it feels like a mass email, they'll ignore it.

Examples:

- "I saw your recent talk on X — loved the part about Y."
- "Your Medium post on scaling design systems really hit home."
- "The product you launched last quarter? I still think about that UI."

Show them you're not just looking for a job, you're looking for *this* job.

Step 4: Quickly Explain Who You Are

Use one line to establish relevance. No resume dump.

Examples:

- “I’m a growth marketer focused on early-stage SaaS, currently scaling acquisition at [Company].”
- “I’m a full-stack engineer working with React and AWS, shipping internal tools at [Company].”

Keep it tight. Just enough to earn a reply.

Step 5: Make a Clear, Low-Lift Ask

Don’t ask them to “review your resume” or “help you get hired.”
Ask for a **quick chat** or **direction**.

Examples:

- “If you’re open to a short chat, I’d love to hear what you enjoy about working at [Company].”
- “If you know who’s best to speak with, I’d appreciate any direction.”

Make it easy to say yes.

Step 6: End with Gratitude + Signature

Polite. Brief. Professional.

Examples:

- “Thanks so much for your time, and no pressure at all if you’re swamped.”
- Include: your name, LinkedIn, optional portfolio or site link

Tips That 10x Response Rates

- Keep it under **120 words**
- Use a **clear subject line** (not vague like “Hi” or “Looking for a job”)
- Don’t attach a resume — too soon
- Always proofread. Sloppy grammar kills first impressions.

The Winning Cold Email Formula (Template)

Subject: Quick Question About [Team/Role] at [Company]

Hi [First Name],

I’ll keep this short.

I'm [Your Name], and I'm currently a [Your Role] with experience in [1-2 specific, relevant skills or achievements].

I saw your work on [specific project, team, or initiative they're involved with] and was genuinely impressed — especially how you [brief insight or compliment].

I'm exploring new roles where I can contribute to [problem you solve or goal you drive], and [Company] is at the top of my list.

If you're open to a quick chat or could point me in the right direction, I'd truly appreciate it.

Thanks for your time — and either way, cheering on your continued success.

Best,

[Your Full Name]

[LinkedIn URL]

[Optional: portfolio or site link]

Examples by Field

1. Product Management

Subject: Curious About Product Roles at [Company]

Hi [First Name],

I'm [Your Name], currently a PM at [Company], where I've led [brief product achievement, e.g. "a 30% lift in retention by reworking onboarding"].

I've followed [Company]'s product work for a while — especially [specific product/team], and your [project or feature] caught my attention. I'd love to learn more about how your team makes product decisions and what challenges you're focused on now.

If you're open to a short chat or can point me toward the right contact, I'd really appreciate it.

Best,

[Your Name]

[LinkedIn]

[Portfolio, if any]

2. Software Engineering

Subject: Question About Engineering Roles at [Company]

Hi [First Name],

I'm [Your Name], a software engineer with experience in [tech stack, e.g. "React, Node, and AWS"], currently at [Company].

Your work on [open-source project, blog post, talk, or product] really resonated with me — especially [specific insight or impact]. I'm exploring engineering roles at [Company] and would love your perspective on what you enjoy about building there.

If you have time for a quick chat or could connect me to someone on the team, it'd mean a lot.

Thanks,
[Your Name]
[LinkedIn / GitHub]
[Portfolio or site]

3. UX/UI or Product Design

Subject: Love the Design Work at [Company] — Quick Question?

Hi [First Name],

I'm [Your Name], a product designer focused on [mobile/web design, user flows, etc.], currently designing at [Company].

I've admired your work on [specific product or feature], especially how you [detail like "balanced function and emotion" or "solved for accessibility creatively"].

I'm exploring design roles and would love to understand how your team approaches design challenges. Open to a short chat or a quick DM?

Thanks for considering,
[Your Name]
[LinkedIn]
[Portfolio]

4. Marketing / Growth

Subject: Curious About Growth at [Company]

Hi [First Name],

I'm [Your Name], a growth marketer currently at [Company], where I've worked on [notable result or channel, e.g. "scaling paid social and increasing CAC efficiency by 40%"].

I've been following your team's work, especially around [campaign, product launch, strategy]. It's impressive how you [specific insight or result].

Would love to connect and hear about what growth looks like inside [Company] — or if there's someone else you'd recommend I chat with.

Thanks so much,
[Your Name]
[LinkedIn]
[Website, if any]

What Else Could Be Included:

- A section on how to **follow up** if they don't respond
- Templates for **LinkedIn DMs vs Email**
- How to find **company emails** using tools like Hunter.io
- How to track outreach (simple spreadsheet or CRM)
- Mistakes to avoid (e.g., being too pushy, vague asks)

How to Follow Up If They Don't Respond

When to follow up:

Wait **5–7 business days** after your first email.

What to say:

Keep it friendly, brief, and respectful. Here's a simple template:

Subject: Just following up

Hi [First Name],

Just wanted to follow up on my note from last week. I know you're busy, but I'd love to hear your thoughts if you get a chance — especially about what you enjoy most about working at [Company].

Thanks again either way, [Your Name]

Final nudge (if still no response):

Send **one last email** a week later, max. Something like:

Hi [First Name],

Totally understand if now's not the best time. Just wanted to say thanks again for the work you share — I've learned a lot from it. Hope we get to connect down the road.

Warm regards,
[Your Name]

Then let it go. Try someone else at the company if you're still interested.

Common Cold Email FAQs

Q: How long should I wait before following up?

A: Wait 5–7 business days. Then send a polite, short follow-up asking if they saw your message and are open to connecting.

Q: What if they don't reply after the follow-up?

A: Let it go after one follow-up. You can try a different person at the company later. Respect their silence — it could be timing, not interest.

Q: How many cold emails should I send per week?

A: Aim for 10–15 personalized emails a week. Quality > quantity. A few strong emails are better than 50 generic ones.

Q: Should I connect on LinkedIn first or just email?

A: If they're active on LinkedIn, connect with a short message. Otherwise, direct email often gets a better response.

Q: What if I don't know anyone at the company?

A: That's what cold emails are for. Don't be afraid to reach out cold — just make it thoughtful, relevant, and brief.

Q: Can I reuse the same email template?

A: Yes, but always personalize the first line and tweak for each company or role.

Final Word: Your Job Search, Supercharged with DailyRemote

Landing a 6-figure remote role is no longer about blasting out endless applications. It is about being deliberate. Strategic. Human.

And most importantly, targeting companies that actually *believe* in remote work, not just offering it as an afterthought.

But you don't have to do it alone. This is where [DailyRemote](#) becomes your best friend.

DailyRemote is more than a job board, it's your full-service remote career partner.

Whether optimizing your resume, tracking down verified roles, or navigating interviews, DailyRemote gives you the tools, insights, and support to move confidently.

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- ✓ Connect with thousands of like-minded professionals in our LinkedIn community
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This isn't just about getting hired. It's about building a remote career you actually

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LinkedIn Remote Community

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And every day you follow this plan, you're getting closer.

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