

## WRITING A SPECULATIVE EMAIL

**Better to send 10 targeted emails than 100 scattered everywhere**

**Subject box:** something punchy and relevant: put yourself in the shoes of the reader, focus on something they might need – social media for example.

**Dear XXXXX** (*Always try and find the appropriate person to write to and use their name. This may take a phone call to establish the right person but your endeavours will pay off*)

**Use the opening sentence to demonstrate your knowledge of that company and to massage their corporate ego. Nothing too heavy either, it's about arranging a meeting rather than landing the perfect job there and then. This is about relationship building.**

- I notice from your web site that XXXXX
- As an admirer of your company's ethics and integrity and strong customer service policy
- I am writing to enquire about the possibility of an internship at XXXX, a XXXX company with a reputation for YYY, and was wondering if I could come in and have a chat about my background.

**Then summarise who you are to catch the reader's attention and express enthusiasm**

- I am a positive and self motivated individual with placement experience in a busy HR department/law practice/investment bank.
- I have worked in retail since school, juggling studies and employment.
- As a volunteer with the Samaritans I am resilient, thoughtful and calm under pressure.

I would relish the chance to work for your company/gain some work experience/shadow someone

**Here you match your skills, strengths and experience with what you perceive the organisation to be looking for. Research the organisation before writing.**

Put yourself in the shoes of that company. How big is it? If it's small perhaps they need a multi-tasker to pick up a range of tasks; if it's from a traditional sector (law or finance) then your social media skills could be needed. Aim to write no more than 5 – 6 paragraphs.

**I attach my CV for your attention, highlighting a number of key areas, namely:**

- Strong understanding of XXXXX – provide example
- Excellent communication skills and attention to detail
- Relevant work experience in YYYYYY .
- Strong work ethic and fast learner – promoted in role at ZZZZ within four months
- Highly organised – give an example
- Great customer service and time management skills - juggle degree/masters whilst working for XXXXX

### **The pay-off**

Let's meet /I will call you in a couple of days to see if we can /I was wondering if we could/ meet for a coffee and have a chat about your company/ information share/ and any opportunities there might be.

Yours sincerely/best wishes/Kind regards

**Be prepared to follow up your speculative email with a phone call a few days later, and if you have not heard anything after three weeks, send it again.  
Pleasant persistence pays off!**