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!