



THE ROADTRIP NATION EXPERIENCE:

# Cold Outreach Template

For those who are totally new to cold-calling or emailing, reaching out to a stranger out of the blue might sound scary—but it doesn't have to be! To demystify the process, here's an easy template you can use as the foundation for your outreach.

Feel free to edit, expand, or elaborate on this template as much as you'd like—just remember to stay polite and professional throughout your communications! (For even more guidance, check out "Booking Your Interview in Four Easy Steps.")

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Hi, **(interviewee's name)**. My name is **(your name)**.

I'm trying to figure out what I want to do with my life, and as part of that process, I'm taking a course where I interview someone working in a career that interests me.

I found your name and contact information through **(state how you found their information)** and was interested in interviewing you because **(explain why you'd like to interview them!)**.

Would you mind if I interviewed you about how you defined your own road in life and became a **(career of the person you're calling)**? The interview will be a candid conversation covering your life and career path, and should take about 45 minutes.

Would you be available between **(insert a window of time)**? I was thinking possibly **(time and date when you'll be available for the interview)**, if that works for you.

Thank you so much!