# Outreach Email Worksheet

This worksheet is designed to help you generate content for an outreach email. It is part of a group of resources that work together: **Aligning Yourself: Company Research, and Outreach Communication.** You may also want to check out **Follow-Up Messages** and **Thank-You Messages**. The biggest challenge when crafting an outreach message is finding your professional voice, while still sounding authentic. These resources should help you identify experiences, skills, and attributes of your professional self.

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**Part One - Introduction**

1. Give your name, major, anticipated graduation date (if relevant), college (ArtCenter). Why are you reaching out? Be clear and specific. Do you know anyone at the company? If so, who? Did anyone recommend that you reach out? If so, who?

2. How did you become interested in this company?

3. How would the opportunity you are asking about help you? What would it help you learn?

**Part Two - Body**

1.  What do you offer the company? Give specific examples that align your skills to the company's work and culture.  These examples will include technical design skills and processes, general work skills or soft skills, and individual software programs. They will come from course work, sponsored projects or designstorms,  and previous internship or job experience. Use **Aligning Yourself: Company Research** to develop these examples.

2. What relevant personal qualities or experiences do you have that help you stand out or show your personality? Give specific examples. These may come from leadership activites (Student Government, Orientation Leader, campus clubs, volunteer work, etc.), Study Away or exchange experiences, and relevant hobbies or interests.

**Part Three - Closing**

1. Thank the employer for their time. What is the next step? How can/should the employer contact you for that step?

2. Mention anything you have attached to the email: resume, portfolio, etc. Close with your contact information and website link.

Note: If you give a phone number, make sure you have an outgoing voice message with your name and that the voice mail box is not full. If you give an email address, make sure you check it regularly.