**A “Cold” Email Outreach Example ...** 80+% success rate

*Hi Mr. Smith,*

*I found your name from researching Knox County's website, as I thought you might be able to share some career advice with me.*

*I’m a communication professional with experience in public affairs and a technical background in capital facility planning, including having been part of a team that secured political and environmental approval for LAX Airport’s 10th runway and $10.5 billion capital expansion and environmental mitigation program. Currently I’m public relations director for a marketing agency focused on construction products, and a part-time lecturer at Loyola Marymount University teaching PR writing.*

*I’m interested in evolving my career to be a communication bridge between research, policy and the media, so am speaking with municipal services, infrastructure and environmental experts for insights on roles I might play and organizations to consider. Given the Solid Waste Division’s work in these area, I thought you might have some interesting insights.*

*Please rest assured I’m not asking for a job, but for your thoughts on the latest challenges in municipal services communications, organizations I might consider and people to talk to.*

*Would you be available to meet in May sometime for coffee, or for a brief phone call?*

*Thanks,*

**NOTE:** Details changed to protect identifying information.