



FREE PREVIEW

THE BIOTECH BLUEPRINT

Your Complete Guide to Breaking Into Biotechnology

This free preview includes Chapter 4: The Cold Outreach Playbook—the exact framework used to get responses from senior people at Pfizer, J&J, and top consulting firms.

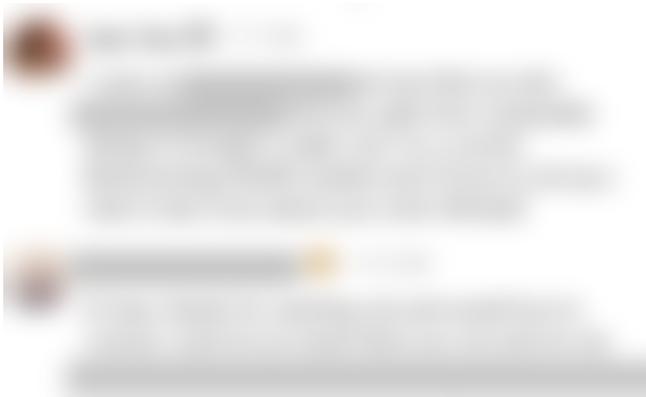
By Jean Tran | BioBridge

The Cold Outreach Playbook

I've used cold outreach to land referrals, job opportunities, and conversations with partners at prestigious consulting firms—all starting from zero connections. The biggest mistake I see students make is sending long, generic messages. Short, specific, and genuine wins every time.

Real Examples: What Actually Worked

Below are two screenshots from real conversations—one with an alumni connection who now works at Google, and one with a partner at a high-level consulting firm. Neither was a mutual connection. I just reached out.



Alumni connection — blurred in preview



Top consulting firm partner — blurred in preview

LinkedIn Message Templates

These templates work for both LinkedIn messages and traditional email. For LinkedIn, keep it to 2–3 sentences. For email, you can expand slightly but still keep it tight.

Template 1: The Alumni Connection

Hi [Name],

I came across your profile and saw that you also studied at [University] and your path from [background] to [current role] is really interesting. I'm a current Biotechnology BS/MS student and I'd love to hear more about your work if you'd be open to a quick 15-minute chat.

Best, [Your name]

Template 2: Industry Research Outreach



Available in the full guide — biotechbridge.org

Template 3: Follow-Up After No Response



Available in the full guide — biotechbridge.org

Template 4: Cold Email for Research or Internship Opportunity



Available in the full guide — biotechbridge.org

A Note on Using These Templates

These templates are starting points, not scripts. Please tailor them. The #1 thing that kills a cold outreach message is when it reads like it was copy-pasted—because it was. Before sending, ask yourself: Does

this feel like something a real person wrote? Did I reference something specific about this person or their work? A message that takes five extra minutes to personalize is ten times more likely to get a response than one sent in bulk.

Keys to a Great Conversation

Be genuinely curious and impressionable. Ask about what they'd recommend to get into the field, what they think would work for someone like you. Find common ground—shared experiences, interests, or connections. Do your research before the call so you can ask informed, specific questions. Expect a 15–25% response rate if you're doing this well. Send 5–10 messages per week, follow up once after one week if no response, and always send a thank-you note after calls.



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