

What's something you know about the world that other people don't realize?

It doesn't take a grand gesture to stand out. Doing the small things consistently can lead to unforeseen upside in the long-term. The key is to do it consistently. Consistency is an interesting word. Don't make it hard for yourself. Focus on picking something comes easy to you. In a very ideal world, you enjoy doing it. As Naval would say, find something that feels like play.

I work on long-term freelance projects in tech - typically with start-ups or investors. My aim is to see whether I can fuck the typical 9-5 and build a meaningful freelance career. I define that as working on interesting stuff with kind, sharp people. I typically don't know these kind of people so whenever I want to work for someone or something, I try to do something that stands out. The aim is to continue the conversation, a reply. It's easier than you think to stand out. I find that some people boil the ocean to stand out in the job process. I argue all you have to do is do small things consistently.

For someone new, I typically buy a domain that is in the format of [First Name]meetShre.xyz. I email them with that as the subject line so it sticks out in their long list of emails. Buying a domain used to cost me \$0.99 but more recently it's been \$2 (inflation hitting the domain markets...) It takes two mins to set it up and it usually works to get a reply.



Karin Klein
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Always inspired by founders pitching in creative ways –
[@itsDrDrewithaSh](#) built a whole notion doc on our fund
[@BloombergBeta](#). We'd love to see clever applications
for our open investor role in nyc bit.ly/betarolenyc



Karin Meet Shre 🖐️

Karin - I'm Shre.

Will from SCGC Search reached out to me about a potential role at Bloomberg Beta. At first, I wasn't interested because I thought of a typical corporate VC. I researched Bloomberg Beta and was really impressed with what I found.

\$2 and about two minutes to buy and set up a domain redirect. This is actually a template. The template takes time. But it's a one-off investment. Once it's done, it takes an hour to personalize it for a specific role or person.

Other things I try to do is include a short Loom to introduce myself. I am more than an email - I actually have a face and voice. Emails can be pretty impersonal. I try to change that with a personalized Notion doc and domain. I take that further with a short Loom video by adding my voice and face. Hey, I am a person.

People have a digital footprint. Research it. Googling is free. It just takes time. One thing I like to do if it's someone 'famous', 'experienced, pick your word - is to look up something interesting they said a while ago and ask them a relevant question on it. For example, with Ryan Hoover - I found an article he wrote a few years ago about coding and asked him if his view had changed since and cited the rise of dev learning options that have exploded since he wrote the essay. For Vedika, I read her article from a few years ago when she announced she was joining Weekend Fund and a few early podcasts. On one of them, she spoke about her gap year and I wanted to ask her about it because I'd done one and was considering taking time off. It's small. Tiny actually. For some, it shows that you're well researched.

Small things. So far, I've only mentioned was that are either - financially - free or cost \$2. The true cost is time. I only do this if it's something I really want. I don't mind putting in the time for sharp, kind people working on what I view as interesting stuff.

Why does this work? People want to feel special. That they matter. That you've treated them differently. And I have. I've spent at least an hour personalizing a Notion doc I have no idea they'll open or even spend more than 30 seconds on. It helps to show you've invested time to reach out to them vs the 100 other cold messages they may have received.

Here's few examples of how this helped:

- Harry Stebbings. I attended a Q&A, asked a question, followed up with an email specifying that I asked that question. I offered to help him with an open role he has. He's probably the person that influenced my decision to go into tech vs consulting or banking.
- Karin Klein. I actually got reached out to for a role via a recruiter but I still sent her a personalized notion because I wanted the chance to get to know one of New York City's OG VC.
- Julia Lipton. I'm working with her now and I DM'd her with a Notion doc and realized she made a spelling mistake on the application. Apparently, I was the only person who noticed the typo. Something similar for my application to Weekend Fund.

I don't mind putting in the time to write about this and share it. Even if it leads to people mass-copying it and diluting whenever I do it. I actually think the impact will be minimal for a variety of reasons - I'm a nobody on the internet, folks likely have better ways to stand out, folks are too lazy to put in the time, etc. But if it leads to one person getting a better opp, then that's seriously fantastic.

You don't always have to do something grand to stick out. If you can find a few things that feel like play, just consistently do it. I firmly believe over the long-run, it will pay dividends. People are busy and treating the ones you want involved in your life just a little differently can go a long way. It doesn't have to cost a fortune nor do you have to take days off to do it. You can do it after your day job. You can carve out a few hours on a weekend. All it takes is some of your time (and maybe \$2 if you want to do the domain thing). Finding what small things come easy to you is key as is the execution of consistency.

Chris Wong feedback

Shre, this is a really interesting idea and I'm glad you're sharing your process.

Right now the usefulness of the idea is buried in the essay. The first paragraph sounds like a ton of other essays out there about keeping your nose to the grindstone and good things will happen.

I suggest framing the essay around one case, maybe Julia Lipton. Walk through the steps you did with her. This gives you the credibility for people to trust your method.

Right now the focus is on consistency, instead of your method. Consistency is important, even crucial, but the method is the most important.

As you say in the essay, "People want to feel special". Find a way that you enjoy to make a person feel special and do it consistently.