

The Dear Colleagues Email

You've written a paper. How do you get the word out? A tried and true recipe is: first send to the 1-4 people who will actually care about your paper, wait for a response, then send to people you know who might be somewhat interested, wait for a response, and then post to the arXiv, wait for a response, then submit to a journal. The purpose of this note is to explain how to send the first two emails. It should look like the following:

Dear colleagues,

Coauthor and I have written a paper called "Title." It is available on my web page:

<http://www.math.school.edu/~name/paper.pdf>

Abstract. Insert abstract here.

Any comments would be greatly appreciated.

Sincerely,

Name

A couple of notes:

- Cc your coauthors. This makes it more likely they will also receive responses.
- Bcc your recipients. Having this list public can only be a negative.
- Make extra sure the link works before you send. Spell check.
- Links are better than attachments. One major reason is that if you immediately notice a mistake, you can fix it before most people get to your paper. Another reason is that anyone who clicks will also see the other papers on your web page.
- Putting the abstract is very important - some people won't bother with the link, and this way their eyes are forced to graze your work.
- Keep it simple. Do not add anything cute or personal. This is business.
- Do not be presumptuous that the recipient "might be interested" in your paper.
- Similarly, do not demand a response or comments.
- Don't be shy - you can, and should, send to people you don't know. If you are a graduate student, or or worried your recipients won't know who you are, you can add a sentence explaining who you are (advisor and school).
- Take this seriously! You write a small number of papers in your life, and this is a good opportunity to get attention for your work. These emails can lead to conference/seminar invitations, or at least general awareness of your work.