

NETWORKING INTRODUCTORY EMAIL

GENERAL NETWORKING INTRO EMAIL INFO

Hey fellow Jobclubbers!

Many of you may be struggling with how the contacts you get from jobclubbers and others should be approached to set up a networking meeting. Below you will find the email format I send to any contact I get from a friend, family, jobclubber or person on the street. I have received excellent responses from this email.

In return, please add me as a LinkedIn contact: <http://www.linkedin.com/in/mattcrowley>. Connect with me so we can keep in touch! Also, let me know if you figure out more successful ways of approach. :-)

About the email:

- I send these mostly to two different types of people. One type of contact is someone who works at one of my target companies. The other contact is someone who is in the same profession or position I am. Be sure to customize each message.
- Always include the contact's first name in the subject line. People read email addressed to them.
- First thing I start out with in the email is who referred me to them. Sometimes I will mention that I met with the person for lunch or how I know the person, but most times I leave it vague and let them ask me as a conversation starter during our meeting.
- Always request their advice in the email. Tell them upfront that you are not asking them for a job – be sure to make that clear in the email. During the meeting one of your goals is to request another referral or two. This allows the networking process to continue. Hopefully, within six degrees of separation, you will eventually be connected to the decision maker who has the ability to hire you.
- I give a brief background description; but this is optional because they may agree to meet with you without it. However, by sharing some of your professional background, it helps people connect the dots.
- When setting up a meeting, but sure to share your understanding that they are busy professionals and that their time is valuable. Meeting them in their office is ideal for you. This allows you a chance to see inside the company and get a feel for the culture. It also provides a chance for you to meet other employees. Another option is to meet them outside the office by offering to buy them coffee, breakfast or lunch.
- Include all relevant contact information. I provide my LinkedIn address so they can learn more about me if they want. However, **NEVER SEND A RESUME** with this email! A resume puts pressure on your contact to perform and most likely they will close down. People are open to sharing information, but are not so eager to help someone find a job. (If you are an executive who is seeking a networking meeting, it is okay to attach your biography to the email.)

Good luck!!!

Matt Crowley, job club graduate

ADDITIONAL INFO . . .

- The purpose of a networking meeting is to seek advice and counsel. Networking meetings are NOT a medium to ask for a job or help finding a job. It is no one else's responsibility to find you a job – it is up to you and you alone.
- Do not start paragraphs with the word 'I'. When paragraphs begin with 'I', it is a quick giveaway the person who is writing the email is coming from a self-centered standpoint rather than as a mature, polished professional.
- Recommend keeping your networking letter to three paragraphs. Do not make it a lengthy email. When providing a brief overview of your background, it's just that – a brief overview. Do not give your entire professional history.
- Quadruple check your email to make sure there are no misspellings – make sure you have the correct spelling of the contact's name and company name. If your email contains misspellings or poor grammar, the contact will most likely not follow-up with you.

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- Do not state when you can meet with the contact, rather make it clear that the meeting date, time and place is at the contact's preference and convenience.
- Meeting someone face-to-face is a stronger way to build a professional network than talking to someone on the phone or by email. However, if you are not comfortable meeting someone in person, ask the person if they would be amenable with spending 15-20 minutes on the phone.
- Write a letter from the standpoint of appreciation. If you email comes across self-centered, the contact may not take the effort to follow-up with you. They are not required to follow-up with you. And, you should not expect it of them. If they do follow-up with you, they are doing you a huge favor – respond as such.

Never, ever say to a contact that you want to 'pick their brains'. This is considered an aggressive form of self-centeredness without regard for the person.