

This is a great example of a well-designed introductory networking letter created by job club graduate, Matt Crawley then later modified by JCC job club facilitator, Laura Johannesmeyer.

NETWORKING INTRODUCTORY EMAIL

Matt's introductory email provides the essence of a good networking letter – however . . .
YOU MUST CUSTOMIZE THE EMAIL USING YOUR OWN WORDS TO RELAY THIS ESSENCE.

INTRODUCTORY EMAIL to someone who does what you want to do

From: Matt Crawley
Sent: February 13, 2008
To: OOO
Subject: PPP, I was referred to you . . .

OOO -

Jobclubber TKY suggested I reach out to you, a former jobclubber who works in technical sales. I would like to introduce myself. My name is Matt Crawley. I was recently talking with Jobclubber TKY and asked him if he could advise me on any contacts in technical sales. I am in the process of making an important career change and Jobclubber TKY felt you might be able to share some valuable guidance.

If you have the time, I would appreciate talking with you about your professional experience. My purpose in requesting a brief meeting with you is to gain career advice about transitioning to a sales-oriented career and perhaps gain perspective on the marketplace that could assist me in my decision-making process. Let me also clarify that I do NOT expect you to know about any job openings, nor do I expect you to assist me in my job search. My interest in meeting with you is for information gathering purposes only.

Just to provide a brief background on myself, I am an information technology professional who has been functioning in a business analyst role. In addition to my technical background, I possess strong customer relationship building skills. I am interested in leveraging my experience and skills to a pre-sales technical role. I have heard this particular role often referred to as a 'Sales Engineer'.

Again, I am interested to gaining insight from you regarding this career field. I understand your time is valuable. Therefore, I respectfully request 20 to 30 minutes of your time. I am open to meeting you at your office at your convenience or perhaps you would allow me to buy you coffee one morning before work, again at your convenience.

Thank you and with warm regards,

Matt Crawley
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