NETWORKING EMAILS

BEFORE THE EMAIL

Before reaching out to a new contact, you'll want to think about how exactly they can help you. One way to do this is by familiarizing yourself with the contact's LinkedIn profile and other professional online presence. This can help you identify their strengths and interests so that you will be prepared to ask relevant, thoughtful questions. Once you've identified a specific person you'd like to connect with, you'll need to find their professional email address. Sometimes this information can be found on their company's website or their LinkedIn profile. You can also set up an appointment with your Career Director to get access to additional resources.

6 POINT EMALS

1. Write fewer than seventy-five words.

It should be short and straight to the point.

2. State your connection first.

This will quickly give the contact a reason to care. If you don't have a connection, just skip this step.

3. Ask for insight and advice, not job leads.

It's unnecessary because (1) they already know you're looking for a job and (2) it's intimidating.

4. Make your request in the form of a question (ending in "?").

This will warrant a response from the person you are contacting.

5. Define your interest both narrowly and broadly.

This advice inoculates against the scenario in which a particular Booster's own firm may not be hiring, but they may still have relevant contacts to share or helpful advice to offer.

6. Keep over half the word count about the contact, not about you.

Remember that you are requesting this informational interview to learn.

SUBJECT LINES

You want to use the subject line of your email to grab the attention of the recipient. Your subject line should be both brief and to the point. Many people view their emails on their phones, so a long subject line will get cut off.

Here are some examples of effective networking email subject lines:

- BYU Grad Seeking Job Shadow
- Following Up from Friday's Networking Event
- Information Interview Request -- John Doe
- Graphic Design Student Seeking Career Advice
- Andy Jones (mutual connection)
- Your Tweet on Growth Teams
- Thank You and Follow-up Question

EXAMPLE NETWORKING EMAIL

jones@email.com

BYU student seeking your advice

Dear Mr. Jones,

My name is Brooke Franklin, and I am a BYU student you found your information thorugh BYU Bridge. May I have 20 minutes to speak with you about your expereince with PetSmart? I am trying to learn mroe about human resources careers at companies in Arizona, and your insights would be very helpful.

Thank you for your time,

Brooke

AFTER THE EMAIL

Keep in mind that corporate email users receive an average of 120 emails per day. Your contact may not get back to you right away. It's appropriate to send a reminder email, about a week after the original email is sent. It's reasonable to expect a response rate of about 40%. If the contact doesn't respond after one or two follow-up emails, don't take it personally, just move on to the next contact.