



## Networking your way into the position. Use LinkedIn to get connected!

Knowing how to ask for, and receive, the valuable information you require is the key to finding the right job.

Leverage the benefit of networking:

- Reach out to your existing network – connect with people on LinkedIn that you previously worked with
- Target and follow companies you would like to work for
- Approach companies directly using LinkedIn
- Leverage social networking
- Earn endorsements/recommendations from your network to influence hiring managers
- Follow up, follow up, follow up

## Reaching out to existing networks email template

Hello \_\_\_\_\_ [personalize with networking contact's first name]

I hope this email finds you well. The last time we spoke, you were [fill in activity or event, such as "presenting at the NSHMBA conference" or "working on your new product launch."] I trust that went well.

I wanted to update you on my status. Although previously at [name of employer] as their [title], the company recently experienced several changes, which has prompted me to explore some new career options. [Or, I've since left the company and am exploring some new career options.] I'm hoping you might be able to help as I conduct some preliminary research. Do you know of any companies that may be looking for a new [your title]?

I'd like to give you a quick call this coming week and hear what's new with you. In the meantime, I've attached an article [or include a link to an article] that made me think of you when I saw it. Hope it's helpful – enjoy! Thank you in advance!

Best,

Don't overwhelm networking contacts with too much information or too many requests right out of the gate. Stay focused on building rapport.

## Tips

Search the company name and scroll down to see employee names and job titles. You can get connected to certain individuals by joining industry-specific LinkedIn groups. If you want to connect with someone at a company that is hiring, click on the employee name and click connect with "John Smith". You should choose the friend option and modify the script below.

When contacting someone on LinkedIn that you do not know, make sure you cover these three questions:

- Why are you messaging me?
- How do you know me?
- What do you want me to do?

Here is another template that can be modified for a networking letter. This version works best for contacting someone you may not know or have a mutual connection through LinkedIn.



Hello \_\_\_\_\_ [personalize with networking contact's first name]

I found your contact information on LinkedIn and we have a mutual connection, "John Smith" [*If you do not have a mutual connection then try joining groups that the employee is currently in and reference that*] and I'm applying to the XYZ position at your company. I wanted to know if you would be willing to introduce me to the appropriate person regarding the XYZ position? [list a sentence or two on your business and industry experience, and then one short sentence itemizing an accomplishment such as "as a turnaround expert, I most recently led XYZ company to significant profitability within the first year. "]

I've found over the years that being connected to highly regarded people is the greatest asset for career success –in business in general and in the job search. Although I am the one seeking information at this time, I hope to be able to return the favor to you or someone you know in the future. Thank you for your time!

Best,

## Templates for Your LinkedIn Invites

1. *"It was nice meeting you at the \_\_\_\_\_ event. In enjoyed talking to you about \_\_\_\_\_. Let's be sure to stay in touch."*
2. *"I am a fellow member of the \_\_\_\_\_ LinkedIn group and I saw your comments about \_\_\_\_\_. I'd love to stay in touch so we can talk more about it."*
3. *"It's been a long time since we talked, hope you are doing well. How are the kids? I see you are now working at \_\_\_\_\_ company, how is that going? Let's be sure to stay in touch."*
4. *"I was looking at your profile and I see you are a fellow alumni of \_\_\_\_\_ university. I also noticed we have some similar interests. Maybe we can chat sometime over drinks."*
5. *"I was looking at your profile and I am very impressed with your accomplishments. Please accept my request to connect, I'd love to talk to you about how you accomplished \_\_\_\_\_."*
6. *"I was checking out your blog and I really liked your post about \_\_\_\_\_. Please accept my request to stay connected"*

It's fairly clear that the best way to do this is by either mentioning something in common or buttering someone up a bit. The more personal you can be, the greater chances you have of being accepted. Can you think of any other ideas to contact new people on LinkedIn? Please share them!