

HOW TO USE

EMAIL

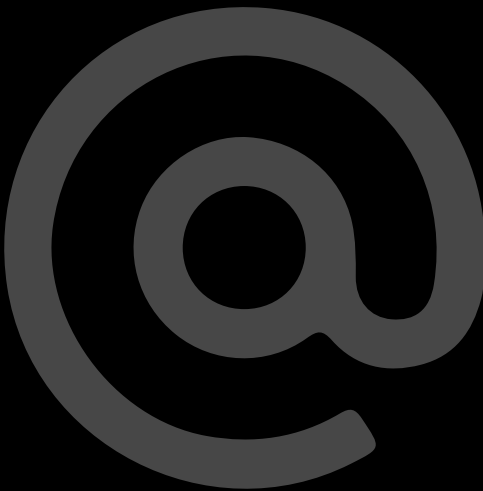
**FOR MANAGEMENT
JOB SEARCH**

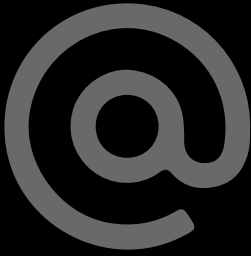


**Write Winning Messages and
Cover Letters That Generate Offers**

ROY YOUNG

How To Use Email For Your Job Search





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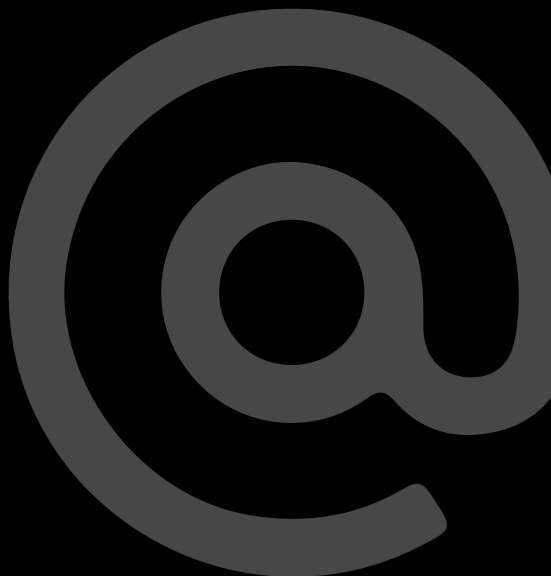
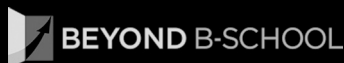
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How To Use Email For Your Job Search



*Write Winning Messages
That Generate Results*

Roy Young



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As a way of saying thanks for your purchase, we are offering this FREE resource that's exclusive only to readers of "How to use EMAIL for Management Job Search"



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1.

Introduction

You've invested countless hours building your skills, gaining experience, researching employers, and now you've found the perfect opportunity. You've already taken the time to customize your resume and you're confident in the value you can bring to any employer.

But is that enough?

Unfortunately, no. It's not.

The bad news: More likely than not, your application, along with most of the other applicants, will get lost in the shuffle.

The good news: You don't have to constrain yourself to the typical parameters people follow when applying for jobs. There are ways to take initiative and put yourself far ahead of most other applicants. There are ways to add some serious punch to your candidacy. And, one of the most powerful means of doing so is through a strong *email marketing strategy, where the product you're marketing is yourself, the job applicant.*

Email is one of the sharpest tools you can use to grow your career.

It's amazing how much impact one little email can have on a person's entire career trajectory, but that's the power this tool wields. It's been said that "It doesn't matter what you know; it matters who you know..." Email has the power to instantly redefine who you know, and that person may make all the difference in the next step for your career.

But most people don't know how to use it effectively, or they feel uncomfortable doing so. So they don't take advantage of the opportunity, or if they do, they use email in ineffective, ambiguous ways.

Learning how to wield this tool effectively will put you leagues ahead of everyone else who hasn't developed this skill. This manual is designed to help you use email to your advantage to send powerful messages that:

- Land you incredible opportunities that are not publicly listed
- Get you attention, raise your credibility, and put you top-of-mind when opportunities arise
- Earn you personal invitations to be considered for opportunities that are just right for you

And, because it's structured as a manual, you can return to it again and again as needed, using it as a quick reference guide for whatever situation you find yourself in at the moment.

If you find the perfect opportunity — or if you want to seek out the perfect opportunity for yourself — then it's worth pulling out every

stop to *make it happen*. This book lays out word for word exactly what you need to do to use email to your advantage to generate your desired results. Let's dive in.

Getting Started

In this manual, you'll find three key sections:

1. PREPARATION: LEARN THE FUNDAMENTALS OF USING EMAIL FOR ANY TYPE OF JOB-SEARCH RELATED OUTREACH

Start here to sharpen your personal outreach and fine tune your job search more broadly.

While you might be tempted to skip over this section, it really is important that you set aside some time to work through this content. Why? So you don't waste time or drop the ball on an exciting job opportunity. This is the step that most people fail to do. If you really want to stand out from the crowd of applicants, then you have to put in the work that everyone else skips.

Chapter 2: How to Clarify Your Purpose

Chapter 3: How To Research Company Employees For Your Job Search

Chapter 4: How To Research A Company or Industry For Your Job Search

2. COMMUNICATION: FIND GUIDELINES TAILORED TO SPECIFIC NEEDS

When you're ready to apply to a job, use these chapters to assemble an email that gets read and that gets results. These four chapters provide step-by-step **Guidelines and Templates** for four specific types of emails you might send as part of your job search. These guides allow you to mix and match email content line by line so you can select the most relevant and useful materials for *your* personality and unique situation.

Note that you can jump around these chapters and use each one only when it's relevant for you.

Chapter 5: How to Write an Email for Your Job Application

Chapter 6: How to Write an Email to Request a Referral

Chapter 7: How to Write an Email to Request a Meeting

Chapter 8: How to Write an Email to Request Information

3. BONUS CHAPTERS: AUGMENT YOUR JOB SEARCH COMMUNICATIONS AND HELP YOU FULLY ROUND OUT THOSE INTERACTIONS

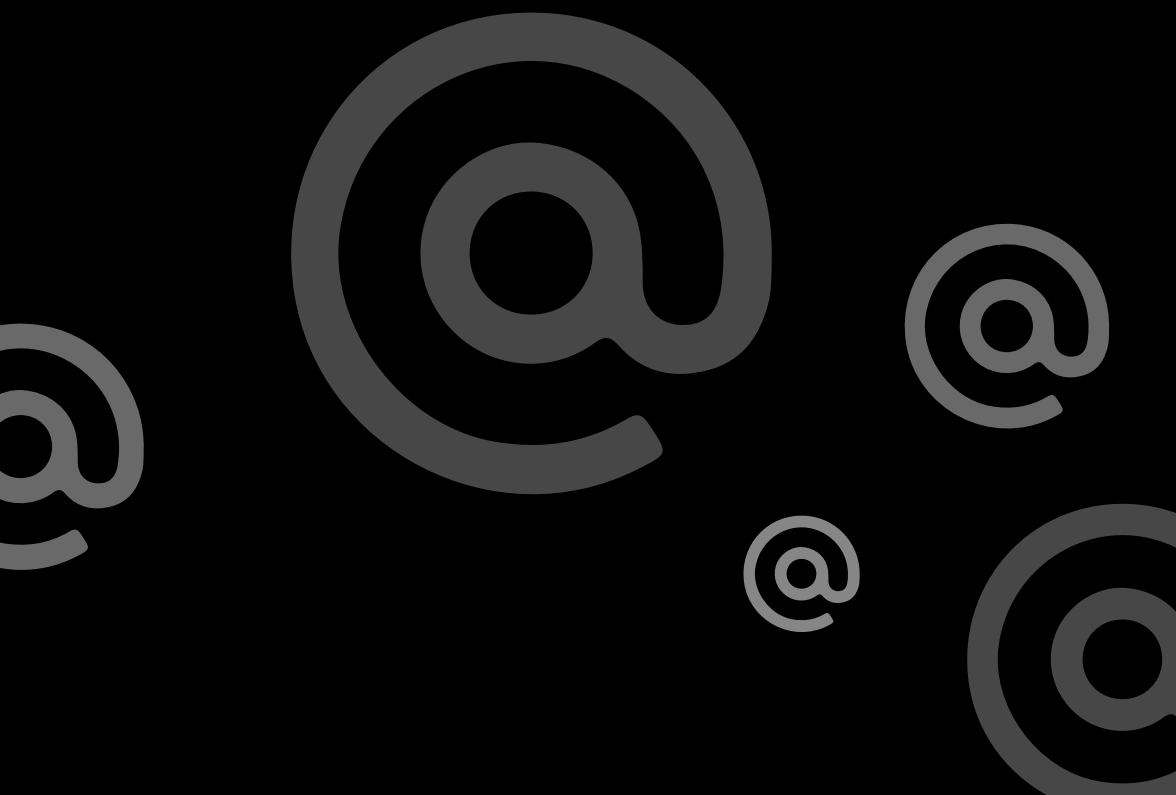
Now that you're an ace at email, learn how to follow up and reach out through LinkedIn as appropriate.

Bonus Chapter #1: How to Follow Up

Bonus Chapter #2: How to Communicate Via LinkedIn to Initiate Email Contact

part one

Preparation







2.

How to Clarify Your Purpose

Much of this manual focuses on connecting with the reader — that is, a future employer — and with their needs, but before you can do that, you need to be very clear about what you're aiming for. Your email can only be effective if there's alignment between your target hiring manager or recruiter and their goals — which means that, before you send your email, you have to be able to articulate both.

This chapter walks you through the process of doing just that, to make sure that you'll be happy with a given opportunity, that they'll be happy to have you as a candidate and new hire, and to help you *show* these positive outcomes, right from your very first contact.

UNCLEAR WRITING?

Here are some examples...

- Let me know what I can do to help. I'm available for anything.
- I'd love to get a coffee and talk about what you do.
- I'd love to get together and talk about how we might help one another.
- I can help with anything involving x, y, or z.

What's wrong: If you're writing a superior, these kinds of statements are unlikely to appeal to them. They're too ambiguous and indicate that the other person may need to carry the bulk of the work.

What to do instead: As you write your email, you should always replace these kinds of unclear statements with more concrete, clear explanations.

#1: Clarify Your Personal Objectives

Unclear writing is usually a culprit of unclear thinking.

You have to know what you have to offer. And what you have to offer is more than tangible skills — it includes your personal investment in the job and in the company. This means that **being able to clearly articulate your personal objectives** is a critical step in your job search.

- What do you really want out of your next move? Top question is to ask “Why do I want this position?”
- What’s interesting about this company?
- What appeals to me about getting in touch with this specific person? Why am I picking them? What do I hope to receive?
- What challenge fascinates me the most about this position? What problems do I love solving? How do I solve these kinds of problems?
- What is the full scope of challenges involved in this role? When I think about putting in the work involved to solve each of those problems, does it make me feel: frozen, resistant, overwhelmed, interested, or engaged?
- What do I expect a typical day might look like in this role? A typical week?
- How does this role play into my larger career goals? Into my larger life goals?
- How does this person (my reader) play into my larger career goals? Into my larger life goals?

TIPS

1. Answer the questions that are relevant to your situation.
2. Make sure your answers are detailed and specific.
3. Write out your responses to get the most value out of this exercise.

#2: Clarify Your Email's Objective

Once you can articulate in detail why you're motivated to pursue a specific role, email becomes an invaluable tool toward attaining that goal. The purpose of your email should be two sided. It should help you move toward your larger goals, and it should help the other person move toward their larger goals.

Step 1: Get clear on why you're sending this email

To do so, answer the following questions:

- How does this email aid your personal objectives?
- What is the one ultimate outcome that you want to result from this email?
- What is beyond the scope of this email/request? (By defining what's excluded, you'll sharpen the items that are included.)

Step 2: Get clear on why the recipient should open and engage with your email

To do so, answer the following questions:

- How does the reader benefit?
- Why would they be energized to read it?
- What aspects of this email might drain the reader's energy? How can I make those aspects easier on them?

#3: Sharpen Your Language

Once you can clearly articulate the purpose of your email, then you can tailor the content and sharpen the language of your email so that you're much more likely to successfully achieve that purpose — and deliver on your larger goals.

Step 1: Cut out anything that does not support the goal of the email. This will distract the reader and dilute the real message that you're trying to get across.

Step 2: Identify ambiguous language and replace it with more specific word choices.

4 WAYS TO SHARPEN YOUR WRITING

- 1. Replace macro terminology** like “business,” “leadership,” or “marketing” with more specific descriptors or specializations.
- 2. Substitute vague statements** like “I’m able to facilitate team-building” or “I’ve been doing financial analysis for 10 years” with specific stories. Share details about how you facilitate team-building or what have you learned or observed about specific aspects of team-building.
- 3. Use real data and numbers** to talk about yourself.
- 4. Avoid broad topics.** Break generalizations into smaller, more concrete examples.

Key Takeaways

- ✓ The quality of your answers to the questions in this chapter will determine the quality of your email. It's important to take the time to go through each step thoughtfully.
- ✓ Before sending any email, know what you want to accomplish. And remember, to be successful, you need to keep what your reader wants to accomplish in mind as well.
- ✓ Reviewing your writing for clarity is a competitive advantage. Make sure your objective comes across and you've done everything you can to articulate yourself clearly.



3.

How to Research Company Employees & Contact Info for Your Job Search

You've written a five-star email.

But your email gets you *nowhere* if you send it to the wrong person or if you send it into a generic *hello@company.com* account.

Before hitting “send,” it’s worth putting in the extra effort of identifying and learning a little bit about the person you’re writing to.

You can then use this information to...

1. Write to the right person, and do so in an appropriately personal way
2. Identify an appropriate person to contact with your referral request, meeting request, or information request
3. Discover personal accomplishments, specialties, or traits you have in common with the people you're contacting

Job Application: Find the Hiring Manager

Identify the Right Person and find their email address

Check the obvious places

1. Company website: Look on the staff, about us, and leadership pages
2. LinkedIn company page
3. Other job boards: Is the job opening listed on any other job boards? Check those other sites to see if a specific name or email address is given (sometimes their name will be in the email address)
4. Searching online: Look up the company name along with the keywords “senior management” or “recruiter”

Look around social media

5. LinkedIn employee profiles or even company accounts on Facebook or YouTube (or any other platforms the company is active on)

Ask your network

6. Ask if anyone you know is connected to the company
7. Check LinkedIn for personal connections to the company
8. Ask others in the industry

Contact the company directly

9. Ask the receptionist for the hiring manager's name and email address
10. Ask to be redirected to the HR department and speak to someone from the team (this gives you a bonus point of connection!) and ask for the right name and email address

Reach out to an employee at the company

11. Find an employee (for example, on LinkedIn) who you admire or who you have something in common with (perhaps you attended the same conference or hail from the same obscure region) and:
 - contact them (Go to chapter 6 and use the **Requesting a Referral** template as a skeleton)
 - Inform them that you're interested in working for their company
 - Ask if they know the name of the hiring manager and if they have any other insight to share about the company and their experience there

Expand your search

12. Check trade publications, news reports, and press releases

Other Requests: Find Internal Connections

Looking for the right person to contact for your meeting, info, or referral request? Try these sources...

- **Company website:**

- ▶ Is there a staff directory?
- ▶ Is there an About Us page?
- ▶ Check the footer

- **LinkedIn:**

- ▶ Do you have any connections within the company?
- ▶ Do you have a relationship with anyone who is connected to the company?
- ▶ Are you connected to any of the company's clients, vendors, partners, or other associates?
- ▶ Is there anyone from the company who you have something in common with, such as the same alma mater or a shared interest or group?
- ▶ Is there anyone from the company who is regularly publishing interesting work on social media (or who has in the past)?
- ▶ Is there anyone from the company with a profile on LinkedIn who has been featured for interesting work in the press or elsewhere?

- **Other social media:**

- ▶ Is the company active on any social media platforms?

- ▶ Are team members, projects, or departments ever featured in marketing collateral (such as blog posts or videos)?
- ▶ Is there anyone from the company who regularly posts content (on a public profile) that's related to something you have in common, such as a shared interest?
- ▶ Is there anyone from the company who is regularly publishing interesting work on social media (or who has in the past)?

- **Press releases, trade publications, and news articles:**

- ▶ Has anyone from the company been featured in a publication somewhere? Is any direct contact info (such as a personal website) provided in the publication?

- **Other ways to find the email of the hiring manager or someone related to him that you could connect with:**

- ▶ *Try findthat.email:* Input their LinkedIn profile (or another employee's profile), and the app will produce their email address for you
- ▶ Try a basic internet search for the company's email domain (formatted as ***@company.com)
 - *Follow the formula.* If any of the above strategies yield an email address other than that of the person you're looking for, you can use the formula to infer your contact's address (the formula is typically consistent across the company directory). For example, it might be something like *c.ling@company.com* or *chanling@company.com*. If you know your contact's first and last name, you can simply insert their name into the address structure.
- ▶ *Reach out on social media:* If it seems appropriate, send them a message on LinkedIn (or another appropriate platform), indicate

your interest in the open position, and ask if they'll share with you their email address so you can send your application

- ▶ *Stab in the dark with an email permutator:* An email permutator (like MetricSparrow) will automatically generate a large number of possible addresses using the contact's name and the company's domain which you can then use to run through an email verifier (like hunter.io) to try to suss out the correct one



4.

How to Research a Company or Industry for Your Job Search

If you want to really impress a hiring manager, you need to address their deepest concerns and goals directly. To do this successfully, you'll have to do some reconnaissance.

This chapter will take you through these two basic steps to develop that awareness:

1. Gathering intel
2. Synthesizing the information, you've gathered into insight

What do you know about us?

Why do you want to work here?

These aren't just questions that get asked in an interview. These are the ultimate thoughts that are driving any hiring manager as they sift through applications.

The more deeply familiar you are with the goals and status of the organization, the more you demonstrate genuine interest and enthusiasm. This will also raise the quality of your conversation and the questions you ask. The more you know and the more you've thought through the specifics of the job, the more insight you'll develop.

Before You Start Researching

1. **Set aside time.** Yes, it's time consuming. It can also be the difference between landing the job or getting passed up — between receiving a competitive offer instead of a tentative one.
2. **Get organized.** Decide where you're going to track your notes. Keep all of your notes in one place. Call out the most useful notes in the main part of the page (separately from your other notes).
3. **Track information across the following categories:**
 - About the company
 - ▶ Products & operations
 - ▶ Finances
 - ▶ Culture
 - ▶ Leadership & specific people
 - About the industry
 - ▶ Competitors
 - ▶ Partners
 - ▶ Policy and current events

Note: *This is an ongoing process. Some of the following suggestions may come later in your job hunt than others.*

Where to Research: 11 Resources to Use (Plus, What Notes to Take)

1. THE COMPANY'S WEBSITE

Review the following key sections:

- Mission statement: Find their stated purpose.
- Products/services: Become familiar with what they offer.
- **"About Us" page:** This is where they're likely to reveal the most about what they care about and how they tick. Pay attention not only to this section's content but also to the tone/style with which it's written. Note any significant details that are *not* mentioned here.
 - ▶ Get to know their leadership team.
 - ▶ Review their company history.
 - ▶ Where are their locations? Which are the main locations?
 - ▶ What is their organizational structure?
- Company reports
 - ▶ Look for any financial data they've shared. Public companies often publish their annual reports, recordings of their quarterly earnings calls, or other financial documents online.
- **Press/media:** review any recent or featured links.

TIPS

- ▶ Pay attention to the recurring themes you notice throughout the site.
- ▶ Some companies post information (either on their site or in a blog article) about the hiring, HR, or cultural practices and values. Keep an eye open for this kind of content — it can be an invaluable resource for informing your interactions with them.

2. SEARCH ENGINES

Conduct a basic search of the company's name.

- What news comes up?
- What are people saying about the company?
- Have they gone through any scandals, lawsuits, or formal investigations? Have they ever implemented mass layoffs?
- Are there any whisperings of acquisitions or mergers?
- Is there video footage of any featured member of the company giving a talk? Note the name of the event where the talk was given, as well as the year or month when it took place. This can be used not only as insight into the company but also as a point of conversation in your email, meeting, or interview.
- Set up a Google Alert so you know you won't miss any new big news or PR releases.

3. WIKIPEDIA, YOUTUBE, NEWS OUTLETS, AND THE LIBRARY OF CONGRESS

Expand your search to:

- Wikipedia
- YouTube
- Relevant news outlets (like the following) for mentions of the company:
 - ▶ Local news sources (use a tool like NewsLink.org to find these)
 - ▶ Industry-specific publications
 - ▶ Business journals
- Library of Congress' Business Reference Services: A reference specialist will help you identify important resources you can look into in your search

Use the following keyword strings when conducting searches using these platforms:

- [company name] “bad news”
- [company name] “layoff”
- [company name] “reduction in headcount” OR “reduction in head count”
- [company name] “restructuring” OR restructure
- [company name] “closing”
- [company name] “sale pending” OR “pending sale”
- [company name] “acquired” OR “acquisition”

4. THIRD-PARTY BUSINESS PROFILES

Basic financial, operational, and leadership information can often be found on the following sites:

- Dun & Bradstreet's Business Directory
- Superpages
- Crunchbase
- PrivCo
- Mergent Online
- Capital IQ
- Better Business Bureau
- Your local Chamber of Commerce
- ReferenceUSAGov
- Thomas Register of American Manufacturers

For publicly traded companies, check:

- Yahoo! Finance
- Library of Congress (for corporate annual reports)
- Securities & Exchange Commission (for company filings) — use the SEC's EDGAR report to find information on the company's threats and weaknesses (in addition to other financial and operational information)

Additionally, if the company has ever been featured on these sites, you'll find a company profile here as well:

- Fortune
- Forbes' Largest Private Companies & Largest Public Companies

- Inc 5000 Fastest-Growing Private Companies
- Industry-specific rank lists

5. LINKEDIN

- **What has the company recently posted?** This will tell you what they're currently thinking about or celebrating and gives you a great starting point for any conversation.
- **What kinds of people are employed by the company?** Can you identify anyone who has previously or currently held the role that you're applying to? What about others in the department?
- **Check the "Other Companies People Viewed."** This will give you insight into key competitors, partners, and other important players. Continue down the trail, viewing each of those companies' "Other Viewed" until you have a good grasp on who the biggest players in the field are.
- **Visit LinkedIn's Slideshare tool.** What can you learn about the company or its relevant individuals?

6. COMPANY BLOG & OTHER SOCIAL MEDIA

- What are they posting about?
- Any product-related announcements?
- Any HR- or culture-related news or stories?
- Is the tone more professional or more casual?
- Do they interact with their followers? Are they responsive to complaints?

7. SOCIAL COMMENTARY

Keep in mind that online chat rooms are not necessarily an accurate reflection of the company's dynamics. People are more likely to post negative feelings than positive ones, and sometimes a single person will actively post multiple times under different names. Use whatever you discover here to inform your larger perceptions of the company.

Check the following for employee reviews of the company:

- Glassdoor
- Indeed's Company Reviews
- Firsthand
- LinkedIn message boards or side conversations (try searching with the keywords [company name] "experience")
- Look for discussions in online forums

Search for customer reviews or product analyses:

- Check social media commentary
- Search: [product name] reviews
- Search: [company name] reviews
- Search: [product name] alternatives

8. ONE-ON-ONE INTERACTIONS WITH EMPLOYEES AND THE COMPANY

Find current or former employees of the company who you can speak with.

- Ask them specific questions about how the company operates, such as, “I noticed [something you’ve learned from your research.] How does this impact [question]?”
- Notice how they communicate. Is the conversation productive or unfocused? Is it collaborative, or do they mostly control its direction?

TIPS

- If you get the chance to visit the company in person, use this as a time to do more research. When calling or visiting, have a conversation with the receptionist if you can. If visiting, try arriving early so you have more time to do so.
- What can you pick up from your interactions with HR? Do they seem disorganized or on top of things? Is there a lot of red tape involved or a reasonable level of administration?
- What is the space like? Are peoples’ desks generally clean or disheveled? Is it loud or quiet? Do people display personal items on their desk, or is their space strictly professional?
- You can also take a discreet visit to the company’s office building and observe the people coming and going. Avoid Fridays, since the dynamic can be different then.

9. NON-DIGITAL RESEARCH

- Try their product or service yourself.
- Call, email, or chat with their support line. How do they handle customer service? Is the support process efficient and helpful or painful? Is it mostly automated? (If so, how well-designed is it?) Are you interacting with humans? (If so, do those humans seem equipped and caring or unknowledgeable and apathetic?)
- **Talk to colleagues and friends who are familiar with the company.** What perceptions, experiences, and opinions do they have about the company, its products, or its position in the industry?

10. THE COMPETITION

Do some brief intel gathering on competitors by using some of the same tactics listed above:

- View their company websites, LinkedIn, and other relevant sites
- Search for third-party product comparisons (their products vs. your target company's products)
- Identify their key strengths and weaknesses
- Identify how they're similar and how they're different to your target company

11. INDUSTRY RESOURCES

Dig into the following resources for relevant industry analyses and reports (Note: Some may not report on all industries.):

- The Bureau of Economic Analysis' industry data
- MarketResearch.com
- GlobalData
- ICD Research
- MarketLine (paid only)

Review recent industry news:

- Bloomberg Businessweek
- Industry-specific publications

How to Synthesize Your Research Into Understanding

Now that you've thoroughly read up on the company and industry, it's time to turn that knowledge into insight. Answer the following questions to gain a deep understanding of the company, how it really ticks, and how you fit into the whole picture.

WHAT MATTERS TO THE COMPANY?

What do they do? *You should know the basics inside and out. Failing in this is one of the quickest ways to be written off as a viable candidate.*

- What products and services do they offer?
- What industry are they in?
- What are the basic features of those offerings?
- What is their top-performing product?
- What product do you expect brings in the most revenue for them? Why do you think that?

Who do they care about?

- For each product or service they offer, who is their target market? What does their typical customer look like?
- How do they connect with their customers? How do they land sales?

How do they fit into their customers' lives?

- What hurdles do customers need to jump over in order to use their products?
- What problems get solved for customers who use their products?

- What role do their products play in the way customers feel about themselves? How does it fit into their identity?

How do they do it?

- How do they stay in business?
- What do they handle in-house? What do they outsource?
- What are their key partnerships?
- What can you tell about their internal operations? (For example: How much priority do they seem to give to R&D? What governmental regulations are pertinent to them, and how?)
- What liability concerns do they deal with?

HOW DOES THE COMPANY FIT WITHIN THE LARGER LANDSCAPE?

What's the current state of the industry?

- What's going on in industry news?
- How is the industry impacted by current events?
- Have there been any recent policy changes or are any under consideration?

What's the local state of the industry?

- What's going on with the industry in specific (relevant) regional markets?
- What local policies or regulations are relevant?

Who are the key players & what are they doing?

- Are any competitors doing very well right now? In what ways is that changing the landscape?

- Are any competitors diverging in a notable way (for example, targeting a new market)?
- Are there any standout new or small players on the field?

How does this company fit into the larger landscape?

- What makes them different from their competitors?
- What advantages do they have over competitors?

Consider completing a relevant SWOT analysis—reviewing the company’s strengths, weaknesses, opportunities, and threats.

HOW TO BETTER UNDERSTAND A COMPANY THROUGH SWOT ANALYSIS

First, define *what*, specifically, you’re analyzing. Avoid ambiguous subjects like “I’m analyzing the company.” Instead, you might decide, “I’m analyzing this company’s brand reputation in X marketplace” or “I’m analyzing the economic viability (over time) of the company’s Product X as a solution to X problem.”

Once you’ve chosen the purpose of the analysis, then go through each of the four evaluative categories:

- **Strengths.** What are some internal/intrinsic factors that provide an advantage? This might include...
 - ▶ Specific skills of those in the company
 - ▶ Organizational efficiencies
 - ▶ Intellectual property or other assets

- **Weaknesses.** What are some internal/intrinsic factors that provide a disadvantage? This might include...
 - ▶ Limitations in or lacking important specific skills
 - ▶ Organizational inefficiencies
 - ▶ Limitations in specific resources

- **Opportunities.** What are some external/circumstantial factors that provide an advantage? This might include...
 - ▶ A local (geographical) environment that creates an opportunity
 - ▶ A time-limited context that provides an opportunity
 - ▶ Social-cultural trends (especially market-specific trends) that present an opportunity

- **Threats.** What are some external/circumstantial factors that provide a disadvantage? This might include...
 - ▶ A local (geographical) environment that presents a challenge
 - ▶ A time-limited context that presents a challenge
 - ▶ Social-cultural trends (especially market-specific trends) that present a challenge

You can then use your SWOT to develop (realistic) ideas about how the company might bypass or minimize the weaknesses and threats you've identified. You can accomplish this by leveraging the strengths and opportunities that the company already possesses.

HOW DO YOU FIT IN?

How do you play into the company's whole story?

- Where does your role fit structurally in the organization?
- How does your role influence revenue?
- Who are the most directly relevant leaders to your role? What have you learned about them?
- Which departments or teams are most dependent on you and/or your team? How so?

What value can you bring?

- How can you raise the output quality in your corner of the company?
- In what ways do your specific characteristics make life easier for those you would be interacting with? How does that influence the overall functioning of the company?

WHAT MATTERS TO YOUR READER?

What do they do for the company?

- Where do they fall structurally within the company's operations?
- What's their #1, ultimate objective in their role?
- What do you think might motivate them most? What indicators are you basing that judgment on? Remember that different personalities are different. Don't simply make an assumption based on how you would feel in that position, but pay attention to cues from social media posts or other sources that might tell you about how they think and work.

What are their pain points?

- What do you think stresses them out the most in their role? What indicators are you basing that judgment on?
- What kind of red tape — administrative tedium — do they probably deal with?
- What kind of professional challenges do they deal with?
- What gets most in the way of them accomplishing their ultimate goal in their role?

How would your role address these pain points?

- How would you relate structurally within the company's operations to them?
- What opportunities would you have to support them?
- In what ways might you directly or indirectly ease their biggest pain points?

HOW DOES THE COMPANY TICK?

What approach does the company's leadership take toward their work?

- What's the tone of their company website and social media pages?
- What do they focus on in blog and social media posts?
- What are their employees like?

WHAT'S THE COMPANY'S LONG-TERM OUTLOOK?

- What do employee testimonials and your observations of those inside the company indicate about the internal state of affairs?
- What do customer reviews and your product and customer care observations indicate about the company?
- How do their finances look? In the short-term? Over the long-term?
- What does the competitive landscape look like?
- How tumultuous has their company history been? How stable do they seem now? How productive do they seem now? Are there any whisperings of things on the horizon for the company (good or bad)?
- Is there anything else you think you're picking up on?

Note: *Your answers to these questions don't have to mean you write the company off altogether. If there are indicators that you're unsure about, make a note of them. Then bring those questions up (at an appropriate time) in the ensuing emails or meetings that you have with members of the company.*

WHAT ARE YOUR REMAINING QUESTIONS?

When all is said and done, whatever questions you still have can become the questions you should ask either via email or an in-person in a meeting or interview.

You can also translate the themes you've observed into questions. For example, if you're getting the sense that the company generally operates on long hours, you might ask what a typical work week looks like.

Key Takeaways

COMPANY AND INDUSTRY RESEARCH CHECKLIST

1. Know where to gather facts:

- ✓ The company's website, LinkedIn account, blog, and other social media accounts
- ✓ Business directories
- ✓ Market research sites and industry publications
- ✓ Conversations with customers, employees, or others in the industry
- ✓ Personal experience: Be a customer

2. Know what to look for:

- ✓ Operational and structural information
- ✓ Customer experience insights
- ✓ Financial data
- ✓ Recent or prospective sales and acquisitions
- ✓ Employee experience indicators

3. Know what signals and hints to pay attention to:

- ✓ Overall health (both financial and cultural). Are they on top of their game or not? Are they "too good to be true?" Are they recovering from any recent significant problems or major structural upheavals, and if so, how stable does their foundation currently look?
- ✓ Working style. Do you think you will fit in culturally with the way the company operates? Does their style energize you or drain you?

USE WHAT YOU DISCOVER TO

1. **Tailor your conversations** so that you speak directly to the company's current goals and concerns.
2. **Celebrate the company's recent wins with them.** This is a great way to initiate a conversation!
3. **Identify new questions**, which you can ask the interview process.

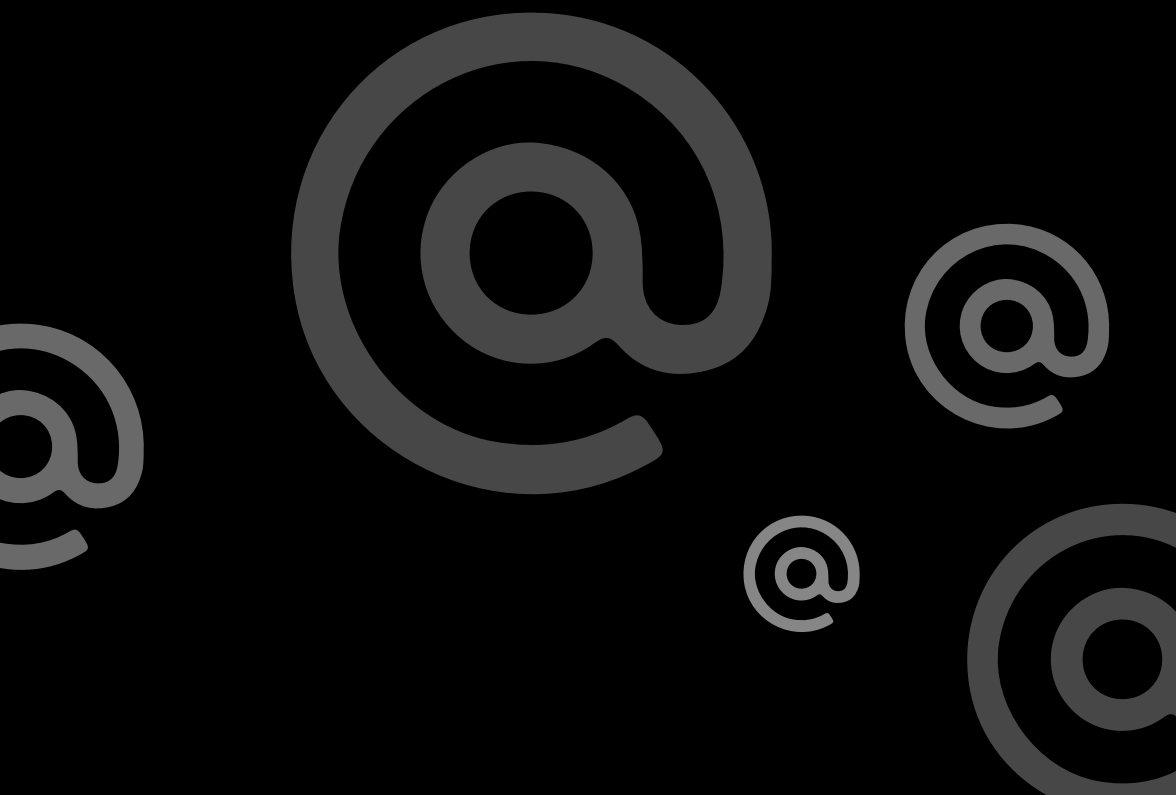
PRO TIPS

- **Check for any new major news or announcements.** using the company's website and social media and via a basic Internet search before sending out an email or heading into a meeting with someone from the company.
- **When viewing people's profiles on LinkedIn, be sure to have your privacy settings set so that they will see when you've viewed them.** Although it can feel counter-intuitive, this actually sends them a signal that you're genuinely interested and taking your consideration of the company seriously.
- **Differentiate between short-term and long-term trends.** What patterns or themes do you notice? How has the company responded *when* they hit a rough patch?



part two

Communication







5.

How to Write an Email Cover Letter for Your Job Application

One in thousands.

When applying for a highly competitive job, those may be your odds of getting hired.

But a strong email can put you at the top of the pile. Whether the employer asks for it or not, an email sent along with your job application is always a good idea.

You should definitely send an email as part of your job application if...

#1: The job post or recruiter specifically has asked you to

#2: You are applying for a position that doesn't have a formal listing anywhere online

#3: You have an internal connection to the company

#4: You're applying for a position through an online portal.

Why? Because, with hundreds of other people are doing the exact thing, you're at the whims of an algorithm-based lottery. Meanwhile, sending a simple email after your online submission has been shown to roughly triple your chances of having your application seen.

Taking the step of sending a good email also shows your real interest and sets you above the crowd. It's one thing to say "I show initiative" in your resume or cover letter; it's another thing to actually do it. Your email gives you the opportunity to go above and beyond and *show* what you really have to offer.

"Sending a simple email in addition to an online job application can increase your chances of having your application seen by 3x."

What to Write & How to Write It

#1: THE SUBJECT LINE OF THE EMAIL

9 Job Application Email Subject Lines That Generate Opens	
1. If applicable, use the subject line the employer has specified you should use, then use that.	If they haven't, then use any of these standout subject lines below.
2. [x]-Certified [your current job title] Seeking Employment	This subject is best if the certification is uncommon or noteworthy for the specific position.
3. [x]-Trained [your current job title] Applying for [name of position] Opening	This can be a great option if you are new to the industry but have internship experience. It allows you to name-drop your training, and then you can use the rest of the email to demonstrate the value you'll bring to the role.
4. Former [former or current job title] Applying for [name of position] Opening	This subject is best if your experience is uncommon to the position you're applying to but relevant in a significant way.
5. [Special skill or tool]-Capable [your job title] with [your specialty] Specialty — Job Inquiry	

6. Leading [your current job title] -- Job Inquiry	
7. Award-Winning [your current job title] -- Job Inquiry	
8. [Your job title] Specializing in [your specialty] Seeking Employment	
9. Referred by [person's name] for [name of position] opening	

SUBJECT LINE DO'S...

- DO: Keep it short. Ideally, it will be short enough to be fully seen on a mobile screen without getting cut off. At a minimum, pay attention to the first few words of the subject and make sure they pack enough of a punch.
- DO: Be uncommon or noteworthy. One element that can set your email subject apart from all of the others in the reader's inbox is the mention of something that's both **significant** and **uncommon**.
- DO: Make your purpose clear.
- DO: Include the job title.

UNCOMMON & NOTEWORTHY

How do you indicate uncommonness or noteworthiness?

- ▶ Do you have any **notable qualifications, accolades, or accomplishments**?
- ▶ Is there a particular **tool, system, or style** that you're familiar with?
- ▶ Are there any **tasks or projects** you've worked on that are relevant to this position but that might be uncommon among other applicants?
- ▶ Do you have experience from a **former, unrelated field** that might be useful here?
- ▶ Is there any aspect of your work that you **specialize in**?
- ▶ Are you fluent in a second **language**?
- ▶ Do you have any **special skills**?

Note that you might not consider something uncommon or noteworthy, yet that very thing could be a huge deal to the employer.

For example, imagine that many years ago, you worked as a Home Care Assistant. Now, applying for a position as Location Manager for a fitness chain, your subject line might be "Facility Manager Applicant with Managerial & First Aid Experience."

- ✓ Uncommon. *While many people applying for a managerial position might have training in business management similar to yours, few have any experience in the medical care field like you have.*
- ✓ Relevant (significant). *Injury liability is an important issue in any gym. Having someone onsite who not only is certified in First Aid but who is conscious of such considerations can be a significant difference-maker.*

As another example, maybe you've previously worked in Sales. You're now applying for a position in product development. Your subject line might state, "Job Application: Product Engineer Seeking to Apply User Insights from Sales Background."

- ✓ *Uncommon. Most engineers are very technically-focused and lack the social insights you will have gleaned from your sales experience. If you are on equal footing with them in your technical competence, then this extra background experience can give you a serious boost.*
- ✓ *Relevant (significant). A well-designed product might fail if customers don't perceive it and interact with it in a way that benefits them. You have unique insight into the way customers think and make decisions, which means that you can weigh in on early product design decisions and prevent the company from wasting tremendous amounts of resources on something that customers won't use or won't understand.*

One final note: Just because you have a skill that is uncommon to other applicants doesn't mean you should necessarily list it — it must also be relevant to the position (this is what makes the person reading your application say "yes!"). Be sure to draw a clear and noteworthy line from the uncommon trait that you offer to the needs of the business in the role that you're applying for.

#2: THE BODY OF THE EMAIL

► Step one: Pick your opening

DO	DON'T
Include the reader's name, writing "Hello [name]" or "Dear [name]."	Use "to whom it may concern." In most contexts, this phrase has become outdated and comes across as stuffy.
TIPs: See "Research" chapter for step-by-step instruction on how to identify who to email if you don't already know. If you're unable to identify the reader by name, then simply begin with "Hello" or "Hi."	

► Step two (optional): Include a brief greeting

- "I hope you're well."
- "I hope your week has been going well."
- "Happy Friday!"
- Acknowledge non-optimal timing: Sometimes, you'll find yourself sending an email during a holiday season or in the midst of some significant current event. In these cases, it can be a good idea to acknowledge the context with something like the following.
 - "I hope you're surviving tax season."

- ▶ “I hope the holidays haven’t been too busy for you.”
- ▶ “I’ve heard about the fires going through your area recently. I hope you and your loved ones are unimpacted and are managing well amidst the chaos.”

This can help to (briefly) ease the email into the main content, so that the transition isn’t too abrupt; however, it’s less necessary to include this if your email is acting as your cover letter.

▶ **Step three: Get to the point**

Briefly explain why you’re writing.

Introduce yourself. “My name is [your name], and I’m a [job title] in [industry or location].” This is a good way to make yourself a little more memorable, especially if it’s your first communication with the reader.

State the position you’re applying for. For example:

- “I’m reaching out because I saw that your company is currently looking for a [name of position]. I’m really interested in discussing this role and its responsibilities with someone involved in the candidate search.”
- “I saw your open position for [name of position] and think we might be a perfect fit for each other’s goals.”
- “I’m a [#]-year veteran of [industry or type of work], and I saw your open position for [name of position].”
- “I’m a [certification]-certified [what you do].”
- “I recently submitted my resume via your online portal and wanted to follow it up with a quick email with a little more about me.”

TIP: *If there’s a job ID or a link to the public job posting, be sure to include it.*

Explain who you are.

- “I’ve been [doing what] for [time].”
- “I’m a recent graduate of [school].”
- “I’ve just completed a [timeframe, title, or scope] internship with [company].”
- “I’ve just completed a [timeframe, title, or scope] internship in [name of position or scope].”

State why you’re applying. Why *this* company/position instead of any other? Why now?

- “I’ve been [doing what] for [time] and am ready to tackle a new challenge in the industry. And it sounds like this might be the perfect match.”
- “[Referrer’s name] suggested that I reach out about [name of position].”
- “[Name of referrer] recommended that I look into [name of job opening]. I’m glad they did — after reviewing the role and the company, I think it might be a perfect fit!”
- “I’ve been following your company for some time, and I was excited to see a [name of position] position open up.”
- “I’ve been [doing what] for [time] at [company]. While I’ve enjoyed my time there, it is a small company, and I’m looking to take on a new challenge.”
- “I’ve been [doing what] for [time]. While I’ve enjoyed my work, I would like to shift more of my focus onto [specialty].”
- “I’m getting ready to relocate to [area] and am seeking a position in [role or industry].”

► Step four: Draw them in

Here is where you pack the most punch in your email. After briefly setting the context for your email, it's time to show them *how* you're exactly the person they need.

Show that you understand the company and the fundamental purpose that your position serves in the company's wellbeing.

As you do so, try to draw a line from those abstract needs to concrete solutions.

- “As a [name of position], my aim is ultimately to [how do you support/improve a critical issue for them?].”
- “As a [type of company], nothing matters more than [critical issue for them]. I would love to discuss strategies for [sub-challenge or solution] and [sub-challenge or solution].”
- “The [type of department] is critical to [how does the department solve a critical issue for the company?]. At [your current/previous company], I [how have you fulfilled that business need in a stellar way?].”

TIP: *Revisit Chapter 4: How to Research a Company or Industry for Your Job Search for ideas on how to identify and summarize what matters to the company.*

Demonstrate what you're capable of.

- “I [what did you do?] that led to [how did it benefit the company?].”
- “As a [what is your biggest relevant success?] with [what specific results have you achieved?], I want to [how, specifically, will you support/provide value to the company?].”
- “With [#] years of experience [doing what], I want to [how, specifically, will you support/provide value to the company?].”

- “I have a proven track record of [what outcome have you consistently achieved?].”

Solve their problem. This is the best strategy to use if you have enough information to do so. There’s one important caveat here, however: Be sure not to be or sound arrogant as you make your suggestions or to describe their problem condescendingly or harshly. When talking about their “problem,” keep it clinical and constructive. If it makes sense to do so, talk about it in terms of “we” or describe it as a common challenge rather than simply pointing the finger.

- “In my [#] years of [doing what], I’ve realized that [problem] is a common challenge that every [name of department or other specific group] deals with. An approach that I’ve found success with, however, is [solution]. In fact, at [company], I applied this when [situation], and [what was the outcome?].”
- “I’ve noticed that [undesirable outcome you know they deal with]. While it’s a complicated issue to fix, one strategy that I’ve had success with is [solution].”
- “When I’ve interacted with [their company’s product or service], I’ve noticed [problem]. We used to have this exact same challenge at [your company]. When I [what did you do?], however, [what were the outcomes?], and our lives became much easier.”

HOW TO DEMONSTRATE THE VALUE YOU BRING

DO NOT focus on yourself and your accolades.

DO focus on why your work or your accolades have mattered. How have they improved the situation for your company, your team, or your clients?

DO NOT emphasize what skills you have.

DO emphasize specific ways in which you would apply your skills to make the business more efficient, profitable, sustainable, or run more smoothly.

DO NOT ambiguously discuss your strengths or what you're capable of.

DO give concrete examples of actions and outcomes. But keep it brief! Only include the key specifications; leave the nitty-gritty details out.

► Step five: Wrap it up

Ask for consideration (or even imply it).

- “I’m looking forward to meeting you in-person and sharing more of my ideas on [what is one specific thing you intend to do to support the company?]”
- “I’m looking forward to meeting you in-person and learning more about the specific goals of this position.”

Give them options to learn more about you.

- “I’ve attached my resume for [name of position].”
- “I’ve submitted my resume and cover letter on your online portal, and I’m attaching them here as well for quick reference.”
- “You can review my portfolio at [link].”
- “You can find me on LinkedIn at [link].”

- “If you have any further questions for me or would like to see more of my work, please don’t hesitate to let me know.”

Make it easy for them to get in touch with you.

- “The best ways to reach me are at this email address or by phone at 555-123-1234. I can also be reached through any of the contact methods indicated in my signature.”

End with one or two of the following sign-offs.

- “Thanks for your time,”
- “Thank you for your consideration,”
- “Hope to hear from you soon!”
- “Hope to connect soon,”
- “Best regards,”

► Step six: Use a P.S.

When you include a P.S., the reader’s eye is drawn to it, and whatever you say here will leave a stronger impression than anything contained in the body of your email. You can take advantage of that power by using a P.S. to either create a more personal connection that stands out or to convey significant information.

Options that impress a more personable tone:

- **Mention something you have in common.**
 - ▶ “P.S. I noticed we’re both [what you have in common]... [insert colloquialism or inside reference]!”
 - ▶ “P.S. I noticed we’re both [what you have in common]... Nice to meet another [what you have in common]!”

- **Mention a place where you might run into them.**

- ▶ “P.S. Will you be at the [name of conference]? I’ll be attending all week and would love to connect if you’re there at any point.”
- ▶ “P.S. I noticed your company will be at the [name of job fair] on [date]? I’m planning on being there and would love to put a face to the name!”

Options that convey significant information:

- ▶ “P.S. You can find some testimonials about my work on my LinkedIn page [link].”
- ▶ “P.S. I’ve posted some thoughts on [critical issue to the open position] here [link], which may shed some more light on my approach to [type of work].”
- ▶ “P.S. I would be very interested in discussing [their company]’s strategy for [challenge]. It’s a challenging issue, but I think that [solution] holds a lot of promise...”

Step seven: Finish with a strong email signature

- **Use the following standard template as a starting point:**

First + last name

Your job title and/or certifications

LinkedIn profile

Email address

Phone number

● **Include as much of the following as you can:**

- ▶ Your preferred contact details (as many options as possible)
- ▶ Links to your portfolio or other notable work (or press releases)
- ▶ Links to your relevant social media profiles
- ▶ Photo (use a clean, high-resolution headshot)
 - Preferably professionally taken
 - No photo is better than a bad photo. Do not use grainy social photos or selfies, even if the others have been cut out.

Format your signature so that it looks clean and not cluttered, so that it's easy to skim, no matter how much information you're including.

- Make sure any links included here have plenty of whitespace around them, so that if the reader opens your email in mobile, it isn't a struggle for them to click the right link that they want to go to.

Step eight: Send yourself a test email

Make sure the formatting isn't becoming warbled anywhere along the way.

DOUBLE-CHECK YOUR EMAIL:

- ✓ Do all of the hyperlinks work?
- ✓ Did you include your attachments?
- ✓ Is the formatting consistent and clean throughout the email?
- ✓ How does it look on a mobile screen?
- ✓ Do you have any huge blocks of text that you need to break up?

#3: THE TONE OF THE EMAIL

Boost your language by using strong, active words where appropriate, such as the following:

Strong Verbs:

accelerated	directed	outpaced
acted	eliminated	overcame
adapted	engineered	persuaded
amplified	expanded	plunged
assembled	expedited	produced
automated	exposed	profited
boosted	fine-tuned	proposed
broke	forecasted	protected
built	formalized	doubled/quadrupled
captured	formulated	raised
celebrated	generated	rectified
centralized	improved	reinforced
consulted	increased/decreased	saved
converted	launched	shaped
coordinated	leveraged	strengthened
delighted	mediated	solidified
delivered	navigated	solved
developed	negotiated	targeted

Strong Nouns:

agreement	initiative	pitfalls
backlash	meltdown	solution
collaboration	panic	

Strong Adjectives:

astounding	intense	provocative
compelling	notable	secure
customized	painful	teetering
elite	pesky	vulnerable
horrific	proven	

Find the right mix of personal and professional.

If your writing seems very stuffy, try softening your language slightly. Contrarily, if it seems too informal, experiment with language that is more professional. You can use a thesaurus to help with this process, but do not ever use a word unless you understand what it means and know how to use it in context.

Tighten your email.

Cut out redundancies and fluff. Don't get too technical about the nitty-gritty details, unless you know this is the right person to go into technical detail with.

Create multiple versions of each sentence in order to find the most impactful one. Yes, this takes more time and effort. It's worth it.

In addition to making your email easier for the reader to process, when you work to tighten it as much as possible, you also will make it stronger — more impactful — and therefore more memorable.

Note: It's very easy to fall in love with what you've written, even if it isn't really serving the purpose of your email in the way it needs to. A strategy that helps in these scenarios is to keep a separate document where you copy over each line that you delete from your email. That way, you can always return to the old sentence later if needed.

SHOULD YOU CUT IT?

How do you know whether you should keep or cut something? Go sentence by sentence through your email and ask yourself the following questions about each one, and you'll find where there's room to cut words, and potentially even sentences or paragraphs.

- ✓ Is this redundant?
- ✓ What value am I trying to convey here? Does this sentence/word effectively (and impactfully) do that?
- ✓ How can I shorten this sentence? Which words are not serving any purpose? Which phrases can be condensed to a single word instead?
- ✓ Have I used “very,” “highly,” “extremely,” or other unnecessary adjectives and adverbs? Are my adjective and adverbs contributing meaningfully to the writing?
- ✓ For all long sentences: Can any of this be cut? If it all is truly useful, can I split this sentence into new, shorter sentences?
- ✓ Does this sentence satisfy my desire to talk or to process information, or does it serve to clarify something of value to the reader?

Quantify and specify.

Focus primarily on your hard skills, rather than your soft skills. Discuss primarily what you bring to the specific position, rather than ambiguously discussing how you fit into the company culture.

Replace negative language with positive language.

Instead of writing, “I’ve only missed my sales target once in the past twelve quarters,” say, “I’ve hit or exceeded my sales targets in eleven of the past twelve quarters.” Find any negatively-framed statements like this one and rephrase it positively. While the meaning of the sentence is the same, the difference in the psychological cue is significant.

Stay away from...

1. Technical jargon
2. Abbreviations
3. Emojis

Key Takeaways

- ✓ Capture your prospective employer’s attention with a compelling subject line.
- ✓ Help them know exactly what you’re applying for.
- ✓ Demonstrate that you “get it” by showing that (1) your attention is focused on the most relevant critical issue that your desired position is meant to fulfill and (2) you have insight into specific strategies for solving that issue.
- ✓ Quantify and specify every claim you make. Prioritize hard, tangible statements over soft, ambiguous ones.
- ✓ Give them multiple avenues of insight into you and your work. Make it as easy as possible for them to see the value you offer by tailoring the resources about you that you give them. (Do this mainly in your email signature.)

- ✓ End your email with a punch by utilizing a powerful P.S.
- ✓ Boost your language with strong words. Eliminate passive sentences and replace them with active ones.
- ✓ Cut out as much as you can. You want your email to have power. Shorten every story you share or statement you make until every word carries impact. Cut everything else out.
- ✓ Proofread, and proofread again.

PRO TIPS

- ✓ Give your attachments a filename that makes it very easy for your reader to know what it is (without opening it) or to find it in their files, such as:

Maria-Sanchez-Resume-XYZposition.pdf

Maria-Sanchez-Cover-XYZposition.pdf

- ✓ Remove the “to” email address until the moment you’re ready to hit send. (It’s way too easy to accidentally send your email prematurely.)
- ✓ Send yourself a test email before you send the real one.
- ✓ Make sure that the email address you are sending from is professional, and not immature or inappropriate for the context.
- ✓ Send your email on Monday between 6am and 10am (if Monday isn’t too far away from today). *Why? Because nobody else submits at this time. It can actually boost your chances by over 80%.*

Samples

SAMPLE 1: MARKETING

Hello Mr. Li,

My name is Samantha, and I'm a recent graduate of the marketing program at Purple State University. For the past year, I've interned in the marketing department at Acme Services Inc., editing and organizing final materials before publication. I would love to be considered for your Junior Marketing Associate opening (Job ID #80012345).

When it comes to creating material that resonates with its audience, my approach is to:

1. Define the parameters and objectives of the material.
2. Experiment to create a small array of options.
3. Validate audience responsiveness to those options through outcome-focused feedback and data.

For my thesis project, I used this approach to develop a campaign driving store visits for a small hardware store. (You can view that work here[link].)

With Acme Services Inc., I've also learned the importance of a well-managed file naming system and version-keeping archive and have developed systems for both that have been working well during my time here.

I've submitted my resume and cover letter on your online portal, and I'm attaching them here as well for quick reference. You can also review my portfolio at [link].

Thank you very much for your time. I hope to hear from you soon so we can discuss your brand development goals in person!

Sam

P.S. I noticed you're a Purple State alum as well... go Bears! :)

SAMPLE 2: ADMINISTRATION

Hi Ms. Danport,

I'm writing in response to your inquiry for an Executive Assistant.

I understand you need someone who can navigate many incoming demands, efficiently facilitate tasks and delicate communications, and proactively manage challenges. I have a proven track record of handling these sticky situations rapidly and with tact:

- As Office Assistant for Big Name Co., supporting an office of 80+, I handled all incoming office requests, triaged new client inquiries, and managed employee tracking across the office.
- Working closely with the Director of Operations, I was given full responsibility for organizing and executing on all sponsor booth preparations for our recent Industry Fair.
- I managed bookkeeping for all office activities, including supply inventory, some special events, and office parties.

I pride myself on making things run smoothly and easily for everyone involved. As one of my coworkers put it, I “make it so that they don't even realize when things have gone wrong.” When problems arise, I calmly and quickly handle them to a full resolution.

I noticed on LinkedIn that you recently upgraded your firm's purchasing system in response to the changing market. I would love to help you fulfill more projects like this one in the future.

I hope to have the opportunity to discuss your role with Blue Angel Firm in more depth and to talk about how I might help you achieve your objectives there. I can be reached at this email address or by phone at 555-123-4567, or by any other contact method in my signature.

Thank you, and hope to speak to you soon,

Franco

P.S. Here is a link to a social media post from Big Name Co. recognizing my contribution on the Industry Fair project.



The header features a black background with several large, stylized '@' symbols in various shades of gray and white. A large white '6.' is positioned on the left side of the header.

6.

How to Write an Email to Request a Referral

Employers highly value referrals. In fact, an internal referral can quadruple your odds of being considered, speed up the hiring process for you, and give you a strong advantage in the hiring decision.

A few small actions account for the majority of your results. In other words, if you focus on the few actions that give you the biggest leverage — the “big wins” — you’re much more likely to move further, faster.

Referrals are a big win.

Types of Referrals

There are two main types of referrals you might ask for.

- 1. Someone who will proactively refer you to someone in their company or network.** In this scenario, the referrer approaches someone on your behalf and suggests you as a viable candidate. You then follow up with your application.
- 2. *Someone who will* back you up as a referral source.** In this scenario, you initiate the application, along with a name-drop back to the referrer.

Types of Connections

In the ideal scenario, you'll have a strong relationship with someone who works in your dream company, and they have a current opening for a position that you're a good fit for.

But life usually isn't ideal, so what are the other scenarios?

1. Good Connection, Open Position

This is the ideal situation. Make the most of it with a strong email using the instructions in the later part of this chapter.

2. Good Connection, No Opening

Sometimes, companies may hesitate for one reason or another to post an open position publicly. If you know someone with a connection to a specific company you'd like to work for, it can still pay off to reach out with a request for an introduction or recommendation to the appropriate

manager (hiring or department manager), even if there aren't currently any publicly posted open positions.

3. Job Opening, Weak Connection

Often, you may find yourself looking at a job opportunity, and — lo and behold! — your wife's cousin's neighbor is a key decision-maker in the situation. When you have a weak or obscure connection to a particular opening, there are certainly ways to leverage that connection. But you may need to handle it with some tact.

4. Job Opening, No Connection

Similarly, you sometimes may be able to reach out and make a new connection in the process of a job search. If you take too strong of an approach when attempting this, however, it can be off-putting, so it again must be handled tactfully.

5. Open-Ended Job Search

Finally, any time you're looking for a job, you should be sure to alert your entire network, including:

- Friends
- Family
- Coworkers (past and present)
- Alumni
- Club/program colleagues (past and present)
- former (or current) professors or academic advisors

You never know who might happen to know of the perfect opportunity — these kinds of connections can sometimes come from the most unexpectedly obscure places.

NOTE: *If you need to keep your search discrete, you can at least tell friends and family in -person while you're looking.*

In the section ahead, we'll share prompts to get you thinking about how to ask for referrals.

What to Write & How to Write It

#1: THE SUBJECT LINE OF THE EMAIL

Personal options:

- Question about [name of position] opening at [company]
- Fellow [what's your association with them?] looking for a job
- Lunch soon? & Question about [name of position] opening
- Hello! & question for you...
- Wondering if you can help with something?

Formal options:

- Referral request: [name of position]
- Hello & open [name of position] position
- Congrats! & Question about [company] (*Note: use "congrats" only if it's relevant to the body of your email. See below for more detail on this.*)
- Referral for [name of position]

SUBJECT LINE DO'S AND DON'TS...

- **DO:** Keep it short enough that it doesn't get cut off if they see the email on a mobile screen.
- **DO:** Make the subject line about more than your request. By saying "Hello," "Congrats," or "Lunch soon?" first, you're showing that you care about the relationship and that you're not just using them to get something out of them. Of course, this depends on the nature of your relationship. If it's natural for you to jump right into the ask, then you may choose to do that.
- **DON'T:** Pretend like you don't have a request for them. Be direct about the purpose of your email, and don't try to hide your question in the background.

#2: THE BODY OF THE EMAIL

► **Step one: Pick your opening**

Start with a "Hello" or "Hi," and then greet them in a warm, human way. You might do this differently depending on how well you know them.

Personal greeting options:

- Ask how they're doing.
- Comment on their personal life — appropriate to your relationship — or refer back to the last conversation you had with them. For example:
 - "I saw your last post on Instagram — your kids are growing up so fast!"

- ▶ “How was that trip to Hawaii? I thought of you when I heard there was a storm passing through the area. I hope you weren’t hit by it!”
- ▶ “How did that conference turn out? Do you think you’ll go again next year?”
- Suggest that you get together again soon with something like...
 - ▶ “We should have another game night sometime soon. I’ve been itching for another _____.”
 - ▶ “We should grab lunch one of these days and catch up. I’ve been wondering how that _____ you told me about ended up.”
 - ▶ “Do you still come into the city on Mondays-Wednesdays? I’m usually downtown on those days and would love to catch up.”

Formal greeting options:

- “I hope you’re well.”
- “Happy Friday!”
- If you don’t know them well or at all, introduce yourself or remind them of who you are.
- Comment on something they’ve recently accomplished. For example, “I’ve been following your work on _____ and am really interested in _____. I think that what you’ve done with _____ might be really onto something....”
- Comment on something they’ve recently posted on LinkedIn or elsewhere. For example, “I saw your recent post on _____ and was really impressed with it. I think you did a great job of breaking down _____ while still _____. I especially liked your point on _____.”
- Congratulate them on a recent honor or achievement.

- ▶ “I was glad to see your name on the list of nominations for _____. Congrats! I think you’ve been doing great work with _____, and it’s nice seeing it get acknowledged.”
- ▶ “I heard your _____ product launch went really well — congrats! I’m sure it was a huge effort, and I hope you’ve had a chance to enjoy that success before getting swept back into your other duties.”

Greeting options that acknowledge timing:

Sometimes, you’ll find yourself sending an email during a holiday season or in the midst of some significant current event. In these cases, you don’t necessarily need to put off sending the email, but it can be a good idea to acknowledge the context with something like the following. Note that you might repeat this acknowledgment in the closing lines of your email as well.

Examples:

- “I hope you’re surviving tax season.”
- “I hope the holidays haven’t been too busy for you.”
- “I’ve heard about the fires going through your area recently. I hope you and your loved ones are unimpacted and are managing well amidst the chaos.”

▶ **Step two: Get to the point**

State your purpose in reaching out.

Options when there’s a publicly posted position:

- “I’m reaching out because I saw that your company is currently looking for a _____. I’m really interested in discussing this role and its responsibilities with someone involved in the candidate

search. I've been [doing what] for [time] and am ready to tackle a new challenge in the industry. And it sounds like this might be the perfect match."

- "I've been looking for a role that involves more _____ for a little while now, and I recently came across an opportunity at your company as a [name of position]. I [insert how you bring value], and I am very interested in discussing the opportunity with someone involved in the candidate search."
- "I'm reaching out because I recently came across an opening in your company that I think I am a great fit for, and I was wondering if I can mention you as a reference? The position involves _____, and I know I could help them achieve _____ with my background in _____."

If applicable, give them the Job ID (and link) from the company's posting.

Options when your search is more open ended:

- "I've been looking for a role that involves more _____ for a little while now, and I know your company handles _____. I was wondering if you would mind putting me in contact with someone who handles _____? I'm interested in any opportunities they might have doing _____. You've always spoken so highly of your company, and I know I can help them achieve _____, if the right opportunity comes up."
- "I've been looking for a role that involves more _____ for a little while now, and I know your company handles _____. I was wondering if you would mind sending a quick referral note to someone who handles _____? I'm interested in any opportunities they might have doing _____. You've always spoken so highly of your company, and I know I can help them achieve _____, if the right opportunity comes up."

► Step three: Make it easy for them

Don't make them do your work for you, and don't assume that they are familiar enough with your capabilities or are comfortable doing this favor for you. Provide them with the following so they feel confident about putting their own reputation on the line for your sake. Help them help you.

- **Show them what you've accomplished.** Start off by saying, "Here's a little more about me." Then list three to five bullet points about your accomplishments and competencies, using the guidelines below.
- **State any noteworthy accolades.** Do so in a way that emphasizes the contribution you made more than the honors itself. For example, "Last year, I received the 'MVP' award at my company's annual internal employee celebration ceremony when our team outperformed all others in revenue generated."
- **Explain what you're responsible for on a regular basis and how it pays off.** For example, "In a typical day, I process [#] complaints and ensure they're resolved or at least actively addressed within 12 hours of being reported."
- **Describe the trust your current company places in you and what results you generate.** For example, "I've been trusted with a team of eight engineers. Together, we successfully launched two major projects last year, which brought the company [\$x] in revenue."
- **Attach or link your resume, CV, and/or portfolio**, as well as your LinkedIn profile if you have one. Give them as many strong options as you have, but make sure that in the email they're clearly organized and easy to digest. Include a line like "I'm also [attaching/linking] my resume so you can get a sense of what I've accomplished in the past."

- **Offer to share additional information.** “Please let me know if there’s anything else I can provide that might help you understand my background better.”
- **Offer to help with the process.** “I’m happy to draft up the referral text for you, if that would be helpful.”

If applicable, mention any relevant dates.

- “I’m hoping to submit my application this Friday if possible.”
- “They’ve asked for all applications to be submitted by next Wednesday (5/12).”

► Step four: Wrap it up.

Give them a way to gracefully opt out. It’s more important to preserve the relationship over the long term than it is to force your way right now. They might not be comfortable referring you for this opportunity, but they may become a key connection in a later opportunity, especially now that they know more about how you’re looking to develop your career. Toward the end of your email, say something like:

- “If you’re not able to take this on right now, I understand. I appreciate any suggestions you do have for me.”
- “If you think this position isn’t the right fit for me, please don’t hesitate to let me know. I appreciate any insight you can offer for me.”
- “Either way, let me know about lunch. It’s been too long since we’ve caught up.” (*This line refers back to your email greeting.*)

Thank them for their time with something like, “Thanks so much for reading through all of this, and I appreciate any suggestions you might have about my search.” For a more formal email, you might simply say “Thanks for your consideration.”

End with one of the following:

- “Thanks again,”
- “Looking forward to hearing your thoughts!”
- “Best,”
- “Cheers,” (*more personal*)

Include a detailed, clean email signature that includes:

- A link to your LinkedIn
- A link to your personal site or portfolio
- Any significant certifications or awards

#3: THE TONE OF THE EMAIL

- **Be both assertive and considerate.** Be direct and clear in your request, but also give them an out.
- **Be appropriately personable.** You should match the informality to the type of relationship you have with them. When in doubt, err on the side of being more formal/professional.
- **Keep the email as short as possible,** while hitting all of the necessary points. Include bulleted lists where appropriate to make it easier to read or skim.

FAQs

WHO TO ASK

In addition to alerting or reaching out to those mentioned above, consider the following avenues as potential referral sources:

- Anyone connected with the company you're interested in, including their vendors, clients, or other associates.
- If you're in school or have recently graduated, reach out to your school's career services office or to the alumni office and ask if they're able to connect you with any alumni currently working at the company you're interested in.

TIP: *Leave no stone unturned. When you're getting started, create a list of all potential referral sources. Then reach out to them one by one until something works.*

WILL THEY HELP?

Many people want to help and will be happy to do you this favor, especially if you make it as easy as possible for them to:

1. Feel confident about you
2. Take the steps involved in executing the referral

TIP: *Companies sometimes offer a referral bonus, so your referrer might actually receive a few hundred dollars just for passing your name along!*

Key Takeaways

- ✓ Your relationship will dictate the tone and nature of your email. When in doubt, err on the side of professionalism.
- ✓ Begin your email with a personable acknowledgment of some kind. Don't jump right into the favor too quickly or harshly.
- ✓ Then, clearly and explicitly make your request. Don't water it down or waffle too much.
- ✓ Provide a strong case for why you're a good match for the role. Show that you're a professional. Show that you'll carry as much of the work as possible by writing up referral text for them, helping with deadlines, and providing quick and thorough answers to their questions.

PRO TIPS

- ✓ If you successfully gain a referral, then mention them in your cover letter, in the first paragraph.
- ✓ Don't forget to thank them after they've referred you. Take them to dinner, send a small gift, or simply send a note.
- ✓ Be sure to circle back to them with the outcome. Don't leave them in the dark. This preserves and strengthens the relationship and makes it more likely that they will help you again in the future.
- ✓ Preserve the relationship, even at the cost of the referral. If they do not give you a referral this time, make sure to keep the relationship positive. You never know how the relationship might be of value in the future.

Sample Emails

SAMPLE 1: SALES

Hi Barb!

I hope you've been doing well and that you're getting some time away to enjoy this beautiful summer we've been having!

I'm writing because I heard through the grapevine that Acme, Inc. might be hiring a new Sales VP. If you're comfortable with it, I'm definitely interested in the position and was wondering if you'd be willing to refer me to the appropriate hiring manager?

Here are some details about my track record, so you can get a better sense of how I work:

- Last fall, I personally landed the company four new enterprise clients, together valued at \$650K annually.
- I've been managing a team of sales reps for 2.5 years now. We've consistently outperformed the other teams in our region (by about 12% on average), and last year, we were acknowledged by the company's CEO during our annual company retreat.
- My team also has some of the lowest HR-related issues in the company. I've built a strong team of people who enjoy doing their work and who do that work well.
- At this point, I'm ready for a bigger challenge, and that's what brings me to Acme's current open position. I'm ready to build an even bigger and better sales machine.

I'm attaching my resume, so you can check out my full work history. Please let me know if there's anything else I can provide or if you have any specific questions for me.

I'm also happy to write up a referral email that you can copy/paste and send to the appropriate person.

If you're not able to do this right now, I completely understand. If you have any other suggestions for me, I'd greatly appreciate them.

Thanks for any help,

Thomas

SAMPLE 2: DESIGN

Hi Ricardo, I hope you're well!

You might not remember me — we met briefly at DesignerCon in 2019. Sandra introduced us when she found out we both keep a pet cobra :)

Anyway, I remember you were working at We Design Agency's office in Anywhereville. I'll be moving to the area next month, and I'm looking for a job as a graphic designer. If you're open to it, I wondered if you could refer me to your company? I'm happy to provide referral text or anything else that might be useful for you to do so.

I'm attaching some of my work so you can see what I'm capable of. You can view my entire portfolio at [this link].

- I've been designing with Awesome Designs for the past six years now. I've worked mostly with mid-size clients in the Somewhere Town region.
- My manager trusts me with some key client presentations because I had proven that I am skilled with client interactions; learning what their goals are and how our team can be effective in delivering the results they truly desire. My main role is to work with

the team in the background but I occasionally get a chance to talk directly to the clients.

If you think I might be a good fit for We Design, I would be incredibly grateful for any help. I'm attaching my resume, which includes more of my work history as well as the tools I'm able to work with.

Let me know if you think this is something you can do. Regardless, I'm looking forward to catching up with you when I get to Anywhereville!

Best,

Stephanie



7.

How to Write an Email to Request a Meeting

The idea of cold emailing a total stranger and asking if they're willing to meet for a conversation terrifies many people. But doing so can be the difference between landing a job quickly or continuing through the long, tedious struggle of filling out online applications.

For those that do make the attempt, most make the mistake of making their request too ambiguous or too self-serving (on your part), like there's nothing in it for the recipient.

Learn how to avoid these mistakes, however, and you could end up with a compelling email that just might land you a life-changing connection. Let's get started.

2 Major Cold Emailing Mistakes	...and 3 Key Fixes
<p>Finding the right balance between open-endedness and goal-orientedness can be tricky.</p>	
<p>#1. Too open-ended, and they might feel like you'll waste their time.</p> <p>#2. Too goal-directed, and they might feel used and like there's nothing in it for them.</p>	<ol style="list-style-type: none">1. Show genuine interest in your email recipient.2. Specifically state the questions you have for them, and keep those questions small enough that they can address them in a single meeting.3. Honor their time. First by expressing your awareness of their schedule, then by making the scheduling and planning process easy and well managed, and finally by showing up on time and sticking to your agreed-upon plans.

Types of Meetings

There are two main reasons you might want to request a job search-related meeting with someone:

1. **To ask for industry guidance or insight.** This scenario is more open ended and is more common for those who are new to a particular industry or type of work.
2. **To ask for specific information.** This scenario is a more targeted approach that anyone with a specific job or company can use.

Types of Connections

There are also different types of connections that you might be reaching out to with your request, and the nature of your relationship with that person will influence the exact way you write your email.

Some of the main types of connections you might be reaching out to include:

1. An employee at your targeted company.

Whether it's ultimately to request a referral, information about a job opening, or insight about the company or industry, this can be a highly valuable connection to develop but also might feel particularly awkward to initiate.

2. A professional you admire.

Initiating contact with a total stranger can be intimidating, but — when handled well — can catalyze your career like nothing else.

3. A connection you've just met.

After a networking event or introduction, you don't want to lose momentum with a new connection, but sometimes it's hard to know exactly what to say. Requesting a meeting can be the answer.

4. An old acquaintance.

Similarly, you may want to reach out to someone you haven't spoken to in a long time, but might feel awkward about showing up out of the blue.

5. A recommended connection.

Sometimes, someone in your network will recommend someone to reach out to. Even if they don't directly introduce you to them, you can still initiate the contact yourself.

What to Write & How to Write It

#1: THE SUBJECT LINE OF THE EMAIL

- [Industry] professional seeking career advice
- [Industry] professional seeking insight about [name of company]
- Recent graduate seeking career advice
- Introduction from [name of mutual connection]
- Friend of [name of mutual connection], recommended we connect
- Following up from [day or date]'s networking event
- Hi again! Following up from [name of networking event]

- Fellow [name of school] grad reaching out about [name of company]
- [How did you know them previously?] reaching out about [reason for contact]

SUBJECT LINE DO'S AND DON'TS

- DO: Keep it short enough that it doesn't get cut off if they see the email on a mobile screen.
- DO: Give them context of the reason why you're writing to them. (What are you expecting to learn? Why did you pick *them* instead of anyone else?)
- DON'T: Ask for any huge favors. If you're hoping that they will help you get further in your career, focus on a smaller scope for now.

#2: THE BODY OF THE EMAIL

► Step one: Pick your opening

Start with a simple “Hello” or “Hi,” and then briefly introduce yourself or remind them how you know each other.

- “My name is [your name], and I’m a [job title] working in [company or industry].”
- “[Name of mutual connection] suggested I reach out to you about [why they suggested the connection].”

- “My name is [your name], and [name of mutual connection] suggested I start to follow your work.”
- “It was great meeting you at [place where you met]!”
- “I really enjoyed our conversation about [topic discussed when you met].”
- “It’s been a long time since we last spoke! I hope all has been well with you.”

► Step two: Get to the point

Give your reason for making the request. This gives them context for what it is you’re hoping to walk away from the meeting with. It frames their perspective before you make your ask in the next part of the email.

NOTE: *This should only comprise approximately two lines of your email. Don’t belabor the point — keep it brief!*

Tell them why you admire their work.

- “I really admire your [work or accomplishment] with [company].”
- “I really admire [company]’s [accomplishment].”
- “I see that you’ve been at [company] for [#] years. That’s quite the track record!”
- “I came across your work when [how you discovered them] and wanted to let you know how much I admire your [skillset or accomplishment].”
- “Your career path is very inspirational. I don’t know many people who have done [what they’ve accomplished].”
- “I’ve been following your work for some time now and have been really impressed with [their skillset].”

Explain your career objectives.

- “I’m currently looking to transition from [field or position] into [field or position].”
- “I’m currently looking to get started in [field or position].”
- “I’ve been pursuing [career objective] and appreciate your [their accomplishment or contribution to the field].”
- “My ultimate aim is to [career objective], and it’s been very inspirational to see someone else who has followed a similar path.”

Explain what you have in common.

- “I see that you’ve been at [company] for [#] years. I’m really interested in what your experience has been like there.”
- “Like you, I [what you have in common], and it’s been very inspiring to watch your work develop over time. I hope to [career objective] as successfully as you have.”
- “Your career path has always stood out to me because I too [what you have in common].”

Explain how you found them and what caught your interest.

- “I came across your work when [how you discovered them] and was impressed with [their skillset].”
- “I’m so glad [name of mutual connection] suggested reaching out to you! Your [skillset or accomplishment] is [reason you’re interested].”

Explain where you are in your career and what questions or challenges you’re currently running into.

- “From the outside, your career progression appears so seamless, and I’m curious how you worked through [friction point or obstacle].”

- “Although I’ve successfully [what you’ve accomplished], I want to [how you want to develop], but I feel like I’ve hit a wall. You successfully transitioned from [their accomplishment], and I’d love to learn more about how you did it.”

► Step three: Make your ask

Be sure to do so in a non-assuming way.

Specifically state a couple of things you want to learn.

- “I’m curious how you _____, _____, and _____?”
 - “I would love to learn about how you _____ and _____.”
- “I would love to hear from your perspective how you _____ and _____, all while [obstacle or challenge] as well.”

NOTE: *if this turns into a very long or cumbersome sentence, consider breaking it up, for example, by writing, “I’m curious how you (1) _____, (2) _____, and (3) _____?”*

List a couple of bullet points outlining the questions you have.

- “What has it been like at [company] amid [challenge or industry event]?”
- “How have you been dealing with [challenge or industry event] as a [their position]?”
- “How did you manage to achieve [accomplishment] while up against [obstacle or challenge]?”
- “How did you learn to [skillset] while you were still dealing with [obstacle or challenge]?”

- “How do you manage to [skillset] in the way that you do? When I [activity], I usually [disappointing outcome that you usually encounter], and I’m wondering how you do it.”

Acknowledge their priorities. Before you make the ask, say something like:

- “If you’re up to it”
- “If it’s feasible for you at this time”
- “I know you’ve got a lot going on, and I don’t want to take up too much of your time.”

Offer to keep the interaction digital.

- “I know you’ve got a lot going on. I’m happy to send some of my questions via email or to hop on a call instead if that’s easier for you.”
- Would you be willing to have a quick discussion over Zoom (or whatever platform you prefer)?

Specify a limited length of time for your meeting and/or try to co-schedule it at a time that’s very convenient for them.

- Around 20 minutes is a very good time length to suggest, especially for a stranger or very busy person. It’s enough to have a real conversation, assuming you come to the conversation prepared, but doesn’t take up a huge chunk of their day, especially if you schedule it at a time that is easy for them. Say something like:
 - ▶ “Even 20 minutes would be fantastic.”
 - ▶ “Only 20 minutes would be greatly appreciated.”

Offer to meet over a meal or in another context that you know is relevant to them and is already on their schedule.

- “I would love to take you for a quick lunch some time and discuss [topic].”
- “If I can catch you for a 20-minute coffee, I would love to talk about [topic].”
- “I would be happy to meet you on your commute, pay for your cab, and discuss [topic] on the way.”

► Step four: Wrap it up

Make scheduling easy on them. Choose whatever you think is the most appropriate method or suggest multiple options.

Offer a few windows in your calendar and ask if any work for them. Try to find large windows, such as “any day between 11am-1pm” or “any time on Thursday.”

If you use a scheduling app, offer your scheduling link as one method for finding a time. “You can use this link to schedule a time that works for you.”

Give them the choice of calling, instead of the usual back-and-forth by email. “Feel free to reply and let me know what works for you, or give me a call at 555-123-1234.”

Keep things flexible., “If these times don’t work for you, let me know what does, and we’ll go from there.”

Give them an out. “If you just don’t have time right now, I understand. I appreciate any suggestions you might have for me instead.”

End with one of the following:

- “Thanks for any response,”

- “Hope to talk to you soon,”
- “Hope to hear from you soon,”
- “Looking forward to your response!”
- “Thank you, and good luck on [current project]!”
- “All the best,”

#3: THE TONE OF THE EMAIL

- **Keep your email brief and to the point**, no matter what situation you’re in.
- **Express your interest sincerely but professionally.** There’s no need to gush about their achievements or about their company, but they will appreciate hearing earnest curiosity or respect for their work.
- **Make it clear that you are not wandering aimlessly.** Avoid highly ambiguous lines like “I’d love to get coffee some time and hear more about how you got to where you are.”

Key Takeaways

- ✓ Express your admiration of and your genuine interest in their work.
- ✓ Demonstrate (1) where you are now, (2) where you want to go, and (3) why they are relevant to your journey.
- ✓ Ask for a meeting, offering to accommodate them as needed.

- ✓ Manage the ensuing sequence of scheduling emails like a professional, and try to minimize the amount of back-and-forth as much as possible.
- ✓ Keep these emails focused on scheduling. Don't try to have any deeper discussion at this point. Save that for the meeting. Send a reminder shortly before the scheduled meeting confirming the agreed-upon time, location, and scope of the conversation.

PRO TIPS

1. Be sure to prepare for the meeting.
 - ▶ Research who they are and what they've done. You probably won't mention most of this in your conversation with them, but it will make your conversation significantly smoother and more fruitful.
 - ▶ Brainstorm questions to ask.
2. Arrive early.
3. After the meeting, send a thank you with a brief note.
4. If applicable, send a short update on your progress 2-6 weeks later. If you apply any insights they share with you, let them know how it's going.

Samples

SAMPLE 1: HR

Hi Ms. Hernandez,

My name is Youko, and I'm a Human Resources Assistant at A-Z Advertising Agency in Somewhereville.

I've been following XYZ Company for some time now. I've been impressed with how the company handled the recent financial crisis. Your company's example has served as a great model for other businesses who are also struggling at this time.

While I've enjoyed my time at A-Z Agency, I'm looking for a new opportunity to grow into. I saw on XYZ's website that you've been working there as an HR Coordinator for a while now, and I was wondering if you might be willing to meet for a brief conversation about the company and your experience there? A quick 20-minute meeting would be more than enough.

If you're interested, please let me know what day and time works best for you. My Fridays are generally very open. This week, I'm also free any time Wednesday, August /9, in the morning before 1pm or the following Monday, August 14, after 11:30am.

I'm looking forward to your response! If a meeting isn't feasible for you at this point, that's no problem. I appreciate any advice you might be able to share over email instead.

Thank you,

Youko

SAMPLE 2: FINANCE

Hi Reed,

My name is Louis — Ivan Marino mentioned you and suggested I check out your work. Wow, I'm so glad he did! When I read your post on D2C Trends in 2021, I was really impressed with your ability to synthesize so much information into something so clear and concise but still so insightful.


I've been working as an analyst for six years now, and lately I've been thinking about starting my own consultancy. You seem to have made that transition really well, and I'm wondering how you managed it. For example, how much did you have set up before leaving your previous employment? How did you begin marketing yourself in the early days? What you would do differently if you could go back and do it again? I've been wrestling with this for months now, and I'm really interested in how others have made the decision to move.

If you're interested, I would love to meet up for coffee some time and get to know each other a little better. For more about me, feel free to check out my LinkedIn [[link](#)].

Either way, thanks for all you do. Your posts have already been invaluable to me.

Hope to talk soon!

Lou

The header features a black background with several white and grey '@' symbols of varying sizes scattered across it. On the left side, a large white number '8' is prominently displayed, followed by a smaller white dot to its right.

8.

How to Write an Email to Request Information About Employment

This type of email is slightly different than the other job search-related emails covered in this manual.

While the other kinds of emails are almost, without exception, a good idea to send as part of your job search, this type of email can either act as an asset to your candidacy or it can hurt your job search (if it's thoughtlessly done).

Types of Scenarios

There are a couple of scenarios where you might send this type of email.

- 1. To request a quick clarification.** If there is important information that is either missing or contradictory on a public job posting, and if that information is not available through research, you might send a brief email asking for clarification.
- 2. To ask for information that is unavailable anywhere else.** While some questions are best left until the interview, it might be that information about the job opening is unavailable or sparse. In this case, you might reach out via email for more detail.

TRY TO ANSWER YOUR OWN QUESTIONS

No one likes to do other people's work for them. If the information you're requesting can be found through a bit of research, then you should do that rather than take up their time. So before you send our email, use the following techniques to try to answer your own question.

- 1. Use your critical thinking skills.** Are there any signals as to what the answer probably is?
- 2. Do some internet research.** Can you find the answer anywhere yourself?
- 3. Draft out a list of plausible answers to your question.** In doing so, the answer might become obvious. But also, if it doesn't, this exercise might broaden your thinking and cause you to write with an even more insightful question than the one you were initially going to ask.

4. Can your question wait? Or does it make more sense to send now?

TIP: *Remember that you're asking someone to take time out of their day to compose a response to you. Don't make them roll their eyes.*

What to Write & How to Write It

#1: THE SUBJECT LINE OF THE EMAIL

For this type of email, your subject line should point directly to the contents of your email.

Options for *a quick clarification*:

- Quick question re: [name of position]
- Clarification re: [name of position]
- [Name of position] Inquiry — quick clarification

Options for *seeking more information...*

- Info request: [name of position]
- Referred by [name of referrer]
- Referred by [name of person] — [department or role] inquiry
- [Your title] interested in [name of position]

SUBJECT LINE DO'S

DO: Be professional.

DO: Be clear about why you're sending the email.

DO: Keep it short (ideally, short enough to fit on a mobile screen).

DO: Mention your referral or connection's name in the subject line, if applicable.

#2: THE BODY OF THE EMAIL

▶ Step one: Pick your opening

- Start with “hello” or “hi”
- Give a brief greeting:
 - ▶ “I hope you're well!”
 - ▶ “I hope your week has been going well.”
 - ▶ “I hope you enjoyed your weekend.”

▶ Step two: Provide context

- **Why are you writing to them?**
 - ▶ “I'm writing because I'm interested in [company]'s work with [project or initiative].”
 - ▶ “I've been following [company]'s work for a while.”

- ▶ “I’ve been using [company]’s product/service for years now.”
- ▶ “I spoke with [person] at [event].”

- **Why are you writing now?**

- ▶ “I came across your open [job position].”
- ▶ “I saw [company]’s opening for [position].”
- ▶ “[Person] told me about your [position] opening.”
- ▶ “I’m relocating to [city or area] in [time].”
- ▶ “I heard you might be opening a branch in [location].”
- ▶ “I heard you might be looking for a [position].”

▶ Step three: Get to the point

For a quick clarification...

- “I just want to clarify [insert question]”
- “I just want to confirm [insert question]”
- “I wanted to double check about [insert the point of confusion]”

For more information...

- “Can you give me more information about the [job/department/branch, etc.]?”
- “I’d love to get a little more info about [insert question].”
- “Could you tell me more about the position?”
- “I understand [what is clear], but I have a few specific questions: [insert bullet point questions].”
- “I understand [what is clear], but I am unclear about [question].”

- “Does this role involve more _____ or _____?”
- “Is this role intended more for _____ or _____?”
- “I’ve previously worked in contexts where [previous experience], but this sounds different. Can you give me a little more info about this specific situation?”
- “Can you give me a little more context about [question]?”

► Step four: Wrap it up

Close with the following:

- A brief closing line, such as...
 - ▶ “I look forward to hearing from you.”
 - ▶ “I look forward to learning more about _____.”
 - ▶ “Feel free to give me a call if that’s easier than email.”
 - ▶ “Thanks so much,”
 - ▶ “I appreciate your insight,”

A professional email signature that includes alternative contact options

#3: THE TONE OF THE EMAIL

- **Keep the email as short as possible**, while hitting all of the necessary points and making your question(s) as clear as possible.
- **Express curiosity and interest**, without bogging the other person down with too many questions.

FAQ

Shouldn't I send this type of email, regardless of the quality of my questions? Doesn't this show that I'm a go-getter?

No, it doesn't. If you don't have high-quality question(s) to ask, then send an email using the **Job Applications template** in Chapter 5 instead of this template. If you send an email with pointless questions, the other person may be unimpressed by your lack of ability to solve your own problems and may actually develop a negative view of you as a candidate.

Key Takeaways

- ✓ Keep your email brief, direct, and focused.
- ✓ Open with a brief greeting, and then give some context for why you're writing.
- ✓ Then ask your question. Make sure it is very clearly phrased so that they don't have to struggle to understand it.
- ✓ End with a brief closing line and give the option for them to use alternative contact methods to provide their response.
- ✓ Don't waste their time with pointless questions. If you're going to send a request for information, make sure it's not something you could figure out yourself.

PRO TIPS

1. Do not overload your email with questions. If you have a very long list of questions, then consider an alternative venue for them, such as by requesting a meeting or saving them for the interview.
2. Sharpen your message as much as you can before you hit “send.” The more thought-provoking or insightful your question is, the more intrigued the other person will be in you, and the more likely they’ll consider you a strong candidate.

Samples

SAMPLE 1: OPERATIONS

Hi Ms. Garcia,

I hope your Wednesday is going well!

I’m writing because a friend of mine, Mark Goodman, mentioned that your company might be looking for a new Operations Manager in the Somewheresville branch. I’ve been a customer of Baked Goods, Inc. for many years now — I love the products, but I’ve also always been really impressed with the service. I know the company must have a really healthy culture for the experience to be that consistently stellar.

I would love to learn more about the open position. I wasn’t able to find any public information about it yet, so I was hoping you could

provide some further information? I'm happy to get on a call if that's easier than email.

Thanks so much, and I hope you enjoy the rest of your day.

Best,

John

SAMPLE 2: ADVERTISING

Hi Mr. Schroeder,

I'm reaching out because I saw your opening for an Account Manager. From the job's details, it looks like the position is based in San Francisco, but in the body of the description, it says that you're looking to add someone to the New York branch. Can you confirm which location is hiring for this role?

Thanks so much!

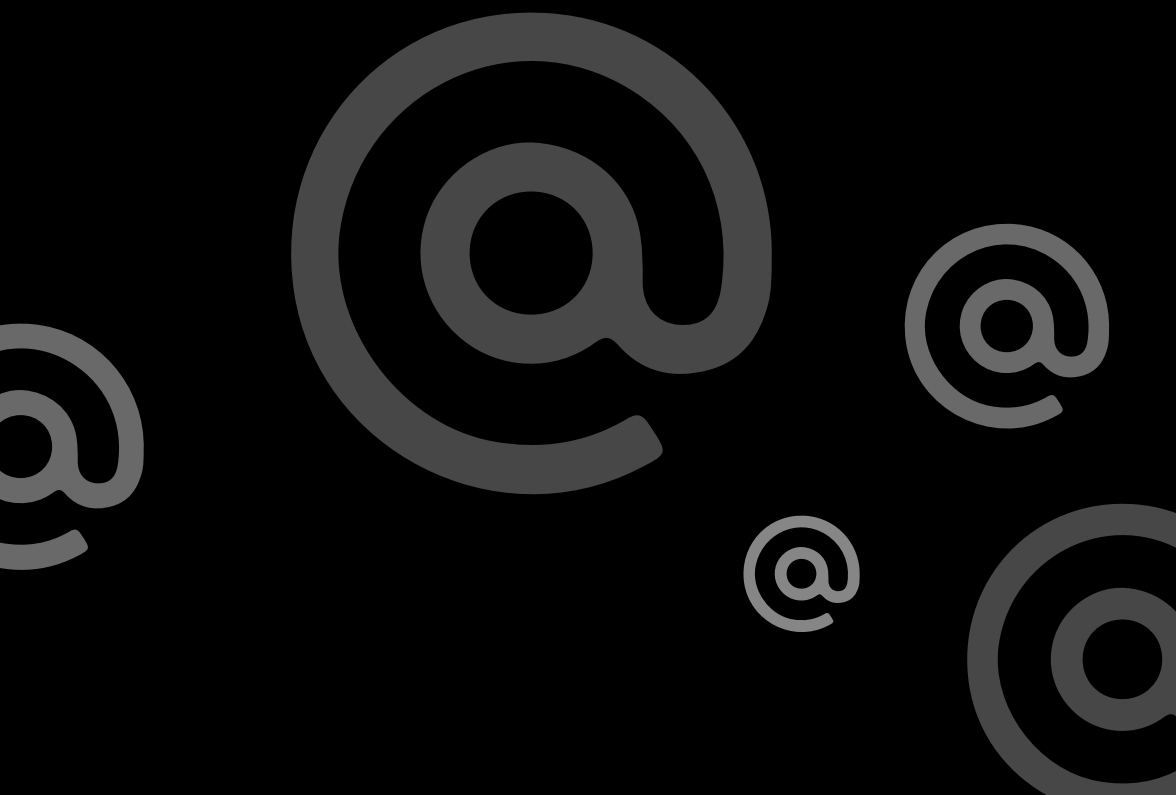
Alana





part three

Bonus Chapters







9.

How to Follow Up

No response after your email? Wondering if you should send a follow up? The answer is yes.

The real questions are: *How?* And *when?*

Types of Follow Ups

1. **A warm email:** When you're in the middle of an ongoing conversation with someone, they've promised to send you something, or you've initiated a new conversation with someone you already have a relationship with.
2. **A cold email:** When you've contacted someone you do not have a relationship with.
3. **Thank you:** For guidelines on this type of email, jump ahead to the Ongoing Conversations section at the end of the chapter.
4. **Request new/additional information:** For guidelines on this type of email, jump ahead to the Ongoing Conversations section at the end of the chapter.

What to Write & How to Write It

#1: THE SUBJECT LINE OF THE EMAIL

Options when following up on a warm email:

- **Often, the best solution is to simply reply to your most recent email.** Note that you should **reply** rather than forward the email. Forwarding can sometimes come across as passive-aggressive.
 - ▶ re: [original subject line]
- **You can also rephrase your original subject line by shortening it or making its purpose clearer, and then add "re: " before the new line so that it indicates a continuation of your**

conversation. This is especially useful if your thread has been going on for a while and the original subject is no longer the main topic. One way to do this is to take your call to action and turn it into a subject line.

- ▶ re: Scheduling time for meeting
- ▶ re: Moving forward with [purpose of meeting] meeting

● **Other options include:**

- ▶ Confirming [what's your question?]
- ▶ Time for a quick call?
- ▶ Thanks for [the last thing they did for you]!

Options when following up on a cold email:

● **You can simply reply to your original email, or you might improve your original subject and add "re:" before the new line.**

- ▶ re: [original subject line]
- ▶ re: [improved subject line]

● **Here are some ways you can improve your subject line:**

- ▶ Is there a new way you can frame the value you bring? How can you more clearly communicate a value add? Is there an angle that you might have left out in the original email that might put a different light on you as someone worth connecting with? Examples:
 - Add an adjective that describes value you bring (such as “certified,” “award-winning,” or “15-year”)
 - Replace weak words like “applicant” or “interest” with more meaningful words, like your title or a specific strength you offer, such as “coordinator,” “specialist,” or “expert”

- Name drop a notable referral, award, institution, or work experience
- ▶ Has the company announced or shared anything notable since your last email? Comment on or respond to that.

Examples:

 - Congrats on [what are they celebrating?!]
 - re: [topic of their recent announcement or post]
- ▶ How can you simplify the action that you're asking them to take? For example, rather than asking an open-ended question, can you make a few suggestions that they might answer with a "yes" or "no?" Use this simplified call to action in the subject.

Example:

 - Scheduling a time for [topic/purpose]

SUBJECT LINE DO'S AND DON'TS...

- **DO:** Convey a message that is simple for the reader to deal with. If they're delayed in their response to you, then it's probably because they're running into some point of friction that is slowing them down. Anything you do to remove or reduce that friction will raise the likelihood that they'll take action in response.
- **DO:** Indicate either a value add (cold emails) or a clear call-to-action (warm or cold emails).
- **DO:** Keep it short enough that it doesn't get cut off if they see the email on a mobile screen.

- **DON'T:** Use the words “follow up” in your subject line, although this sometimes can be fine for warm email threads. Why not? Because (1) it doesn't add any value or make action easier for the reader and (2) it might make them feel worse for having not yet responded to you. These, combined, might slow down their response rather than speeding it up.

#2: THE BODY OF THE EMAIL

► Step one: Pick your opening

- “Hello,”
- “Hi,”
- “Hi [their name],”
- “Dear [their name],”

► Step two: Get straight to your follow up

Give a quick reminder of the context. What was the last conversation or interaction you had with the person? Where did it leave off?

- “Thanks again for answering my questions about _____. It's really helped me understand the company's needs and what you're looking for in a [name of position you're applying to].”
- “I hope you've recovered from last week's conference.”

Spell out why you're writing now. You should not send any email unless you have a reason to. What is your reason for sending *this*

particular follow-up? Note: This does not apply if it's your first follow-up on an unanswered email.

► Step three: Give new value

- **In response to a recent announcement or post**
 - ▶ “I saw your recent [name of platform] post on [topic] and thought it was so interesting I wanted to send a quick response. [Insert 1-2 sentences with your insight about the topic.]” Consider hyperlinking the company’s post within your text, in case the person you’re writing to isn’t familiar with it.
 - ▶ “I saw your recent [announcement] and just wanted to say congrats! [Insert a comment about the achievement.]”
- **If you’ve come across any other resources or news that might be interesting or valuable to them** Approach this *as though you’re already in the role that you’re applying to*. What would be useful to you? Share that, along with your insight about it.
 - ▶ “I just came across this [link or attachment] and thought of [name of company]. [Insert comment about why you think it’s useful to them.]”
 - ▶ “I just came across this [link or attachment] and thought of [current company project or initiative]. [Insert comment about why you think it’s useful to them.]”
- For clarification...
 - ▶ “I wanted to follow up on the [name of position] opening? Is [name of company] still looking for a candidate? [Then use the guidelines in chapter 5 (How to Write an Email for Your Job Application) to put together a brief statement about the value you offer. Make sure this is different than anything you’ve written previously in the email chain.]”

► Step four: Indicate time sensitivity

If your situation is time-sensitive for any reason — for example, you need to respond to a competing job offer — you should usually mention those deadlines.

- “I’m trying to finalize _____ by [date] if possible.”
- “I’m trying to finalize _____ by [date] so that [reason].”
- “I’ve received another offer and need to send them a response by [date]. I [say something nice about the company] and think we might be a good fit for each other. Do you think you might have made a decision by [date]?”
- “I noticed that the [name of position] opening is still listed on your site. [Use one of the topics from the “Give new value” section to insert a statement that demonstrates your ability to serve the company].”

TIP: *Never exaggerate or invent deadlines or urgency. Also, be careful that you don’t dump your anxiety on them — simply state the deadlines you need to work with and then leave the ball in their court.*

► Step five: Ask for action

Take ownership of as much of the action as you can, for example, by offering suggestions that they can answer with a simple yes/no or by offering to carry the next step in the process once they’ve completed their part.

- “This is just a reminder about [open loop]. Whenever you get a chance to [action], I will [action].”
- “I wanted to follow up on [open loop]?”

- “I just wanted to check on [open loop]? If any of these options work for you, let me know. [Insert ~3 bullet points with suggested answers to your own question.]”
- **Repeat the question that they promised to answer.** For example, if they promised to send you their thoughts about something or to send some specific information, you can ask for that info/insight.
 - ▶ “I was just wondering if you can confirm [question]?”
 - ▶ “When you get a chance, can you send through [open loop]?”
 - ▶ “I was just wondering if you’ve had a chance to look at [open loop]?”
 - ▶ “I was just wondering if you’ve had a chance to look at [open loop]? Once you have, I’ll go ahead and [action].”
 - ▶ You can also give them an optional out by saying something like, “Let me know if you have any new thoughts about how to approach this.” or “Let me know if anything has changed on your end.”

▶ **Step six: Wrap it up**

- **End with one of the following:**
 - ▶ Thanks so much!
 - ▶ Thanks again,
 - ▶ Looking forward to it,
 - ▶ I really appreciate your help.
- **Include a detailed email signature** that includes alternative means for getting in touch with you (i.e. phone number, scheduling tool, etc.)

- **Include a P.S. with one of the following:**
 - ▶ Offer an easier option for following up:
 - “Feel free to call me if that’s easier than email.”)
 - ▶ Give them an out:
 - “Let me know if you’re going in a different direction on this.”

#3: THE TONE OF THE EMAIL

- **Assume the best.** That is, that they want to reply to your email and to treat you well, but that they simply have a lot on their plate.
- **Make your email as tight as possible.** Your followup should be even shorter, clearer, and stronger than your original email.

FAQs

WHEN TO SEND YOUR FOLLOW UP?

While there’s no hard and fast guideline about when to send, a good rule-of-thumb is **2-3 business days** after the original email.

Here’s a rough guide on when to send your follow ups based on the specific types of email follow ups:

- Job Application:
 - ▶ **follow up #1:** 2-3 business days after original
 - ▶ **follow up #2:** 1 week after first follow up

- Referral, Meeting, or Info Request:
 - ▶ **follow up #1:** 2-3 business days after original
 - ▶ **follow up #2:** 2-3 business days after first follow up

TIPS

- If you're writing to a very busy executive, then wait 3-5 business days instead.
- If a specific date came up previously in your conversation, then you should follow up on that date or on the next business day.

HOW MANY FOLLOW UPS TO SEND?

How many follow ups you should send is dependent on:

1. Why you're writing?

Does the value of the conversation tilt more in your favor or in their favor? If you're bringing them more value than you're asking them to give you, then a higher number of follow-ups is merited.

2. Who you're writing to?

A cold email usually calls for more follow-ups than a warm email so that the other person can become more comfortable and familiar with you.

SO, HOW MANY FOLLOW UPS DO YOU SEND?

- ▶ The first one is always acceptable.
- ▶ After that, every follow-up you send should have a *reason*, and no, the reason can't just be that they haven't responded yet. It should accomplish something that you haven't accomplished in any of your previous emails.
- ▶ After your second follow-up, if this is a company that you strongly want to work with, then it's okay to continue reaching out over time *if* you bring new value in every outreach. If every email you send gives value, then the total number that you should send is essentially unlimited (but you should be sensitive to how frequently you're emailing them). You also may need to modify your call-to-action.

HOW OFTEN SHOULD YOU SEND SUBSEQUENT EMAILS?

- ▶ Whenever there's something notable that you're responding to (such as a current event that pertains to the company or a recent post or announcement they've published).
- ▶ Every 1-3 months, or whatever time frame you think is most appropriate.

Ongoing Conversations

In addition to following up on a no-response email, you might want to send a follow up that contains a thank you or that asks a new question. Use the following guidelines for these types of follow ups:

#1: FOLLOWING UP WITH A THANK YOU

It's always a good idea to close the last loop on your conversation by giving the other person an update on how your situation played out and thanking them for the role they played, even if you didn't get the result you were hoping for. Regardless of your outcome, this small gesture strengthens the relationship, whereas silence can weaken or even burn it.

For your thank you, you might use a subject line like one of these:

- Update on [what did they help you with?]
- Thanks again!
- I got the job! Thanks so much for your help!

Here's the structure for a good thank you:

► Step one: Say hello + give a quick reminder of the context.

- “Hi [name], I hope you're well! Just sending a quick update on [situation]...”
- “Hi! I just wanted to send a quick update on [situation].”
- “Hi [name], I just wanted to let you know what happened with [situation]:”
- “Hi [name], I just wanted to thank you again for your help with [situation]!”

► Step two: Let them know what happened. (1-2 sentences)

- “Unfortunately, I didn’t receive the offer.”
- “Unfortunately, I didn’t receive the offer. I hope to use the momentum from this application though to continue to build a good impression with the company.”
- “With the help of your referral, I received an invitation to interview.”
- “With the help of your referral, I received an invitation to interview. Even though I didn’t receive this job offer, I made some good connections at [company] that I hope to continue to foster.”
- “With the help of your referral, I received an invitation to interview. Even though I didn’t receive this job offer, I learned a lot through the process.”
- “It worked! I’ve received the offer and begin [when do you start?]”
- “It paid off! I accepted a job offer with [company] and will start as their new [name of position] [when do you start?]”

► Step three: Express your gratitude. They made a sacrifice of time and energy for a reason. They feel some investment in you. Don’t take that for granted.

- “Thank you again for [what did they do?]”
- “I really appreciate all of your effort in [what did they do?]”
- “I really appreciate the time and energy you took to [what did they do?]”
- “I couldn’t have done it without you!”

- “Hopefully I can return the favor some time.”
- You also might offer to thank them more tangibly (e.g. by taking them to lunch/dinner or some other appropriate activity).
 - ▶ “I’d love to take you to lunch as a thank you some time. If you’re free any day next week, let me know!”

#2: FOLLOWING UP WITH A NEW INQUIRY

Sometimes, you might have a new question or want to apply for — or ask about — a new position after your original email thread has resolved and some time has passed. These are great opportunities to reconnect and build on the rapport you previously established. In these situations, you already have some credibility and familiarity with the other person, assuming you’ve behaved professionally in your exchanges, which can tremendously raise the likelihood of your desired outcome this time around.

You can also use this format to follow up after meeting someone in a networking or other context.

For this type of subject line, you might use something like the following:

- re: [reply to your previous email thread, if appropriate]
- New application: [your name]
- [Your name] — application for [name of new position]
- Hi again — new question re: [topic]
- Hi again!

Follow this structure for your email:

► **Step one: Say hello + [optional] give a quick reminder of context + state your purpose/ask your question.** These can all be merged in order to reduce the length of your email.

- “Hi [their name], This is [your name] from [context].”
- “Hi [their name]! I’m just reaching out again to see if there are any new opportunities in [department/role]?”
- “Hi [their name], I hope you’re well! I have a new question about [topic] that I’m hoping you can help with? [Start a new paragraph and ask your question.]”
- “Hi [their name], I hope you’ve been doing well! I just wanted to follow up on [topic] with some new questions. [Insert your questions as bullet points.]”

► **Step two: [Optional] Give new value.**

- **Explain why this time is different.**
 - ▶ “I’ve recently completed a course in [course]. I’m now able to [state something (concrete) the course has given you that can benefit the company].”
 - ▶ “I’ve recently completed a course in [course] and have learned [state something (concrete) the course has given you that can benefit the company].”
 - ▶ “I’ve recently completed my certification in [certification]. In our last conversation, this was a barrier to my ability to move forward with [name of company], and now that I am certified, I was wondering if there are any current opportunities in [name of position]?”

- ▶ “I’ve continued to build a positive track record in [the outcomes you get]. [Briefly describe what you’ve more recently accomplished, using data and concrete examples.]”
- **Use the guidelines in chapter 5** (How to Write an Email for Your Job Application) to put together a brief statement about the value you offer. Make sure this is different than anything you’ve written previously.


▶ **Step three: Wrap it up**

- **End with one of the following:**
 - ▶ Thanks so much!
 - ▶ Thanks for any guidance,
 - ▶ Best,
 - ▶ Cheers, (*more personal option*)
- **Include a detailed email signature** that includes alternative means for getting in touch with you (i.e. phone number, scheduling tool, etc.)
- **Include a P.S. with one of the following:**
 - ▶ Offer an easier option
 - “Feel free to call me if that’s easier than email.”
 - ▶ Give them an out
 - “Let me know if there’s someone else I should be directing these questions to.”

Key Takeaways

- ✓ **Don't** simply reiterate your previous email. Offer something helpful to the other person. For example, make taking action easier by clarifying the value you bring or by simplifying your request.
- ✓ If a warm contact hasn't responded to your email, it's probably because there's some friction getting in their way. Remove or reduce that friction for a faster response.





10.

How to Communicate Via LinkedIn to Initiate Email Contact

LinkedIn can be an incredibly powerful tool in your job search that can:

- Raise your professional and social credibility
- Give deep insight into your unique value — the way you think and handle professional challenges and objectives
- Connect you more directly to opportunities you care about

Here, we'll discuss one particular strength that LinkedIn offers: Serving as a connecting and messaging platform for initiating one of the job-search emails covered in this manual.

When to Connect

When should you connect with someone on LinkedIn?

- 1. To request a connection with a hiring manager after submitting a job application**, especially if it's a small company or you have a referral. Do so in this order:
 - Step one: View them on LinkedIn (make sure your privacy settings will show them that you've viewed their profile).
 - Step two: Submit your application, along with your email (see chapter 5).
 - Step three: Return to LinkedIn and request a connection using one of the message templates below.
- 2. To connect after you've made a new acquaintance**, regardless of whether you've met in-person or have only connected digitally.
 - You can also initiate a new conversation here.

Who to Contact

In addition to directly contacting someone you've identified from your research (see chapters 3 & 4), you can also look for second-degree connections to the person you ultimately want to get in touch with.

What kinds of second-degree (target) connections might you reach out to?

- Someone you've previously met
- A friend of a friend

- Someone you share something in common with (e.g. the same alma mater, a shared experience, or a common interest)
- Someone you've been following for some time
- Someone you can sincerely compliment
- Someone who used to hold the position you're interested in

How to Reach Out

CHOOSE YOUR MECHANISM

You have two options for initiating contact with someone on LinkedIn:

1. **InMail messaging** (available with a Premium subscription or trial)
2. **Request a connection** (note that some LinkedIn users will turn this ability off)

TIP: *You should always include a brief note with every connection request you send.*

FIND THE RIGHT TONE

LinkedIn is more social and casual than email, but it is still a professional platform.

- It's important that your message establishes more of a personal connection than is necessary with email. Do not jump straight into business here.

- That said, this is still a professional space. Do not treat it like other social media platforms.

WHAT TO SAY

If you're sending an InMail, then you'll need a subject line. Use a subject like one of these...

- Hello from a fellow [what do you have in common?]
- Fellow [what do you have in common?] looking for advice on [why are you seeking their expertise?]
- New [your position] seeking career advice
- Re: [topic they've recently posted about]

For both InMail and Connect Requests, your message should follow this basic structure:

► Step one: Say hello

Start with a "Hello" or "Hi," and then greet them in a warm, human way.

- "I hope you're well."
- "Happy Friday!"

If you don't know them well or at all, introduce yourself or remind them of who you are.

- Make note of something you share in common.
- Comment on something they've recently accomplished.

- ▶ For example, “I’ve been following your work on ____ and am really interested in _____. I think that what you’ve done with _____ might be really onto something....”
- Comment on something they’ve recently posted (on LinkedIn or elsewhere).
 - ▶ For example, “I saw your recent post on _____ and was really impressed with it. I think you did a great job of breaking down _____ while still _____. I especially liked your point on _____.”
- Congratulate them on a recent honor or achievement.
 - ▶ “I was glad to see your name on the list of nominations for _____. Congrats! I think you’ve been doing great work with _____, and it’s nice seeing it get acknowledged.”
 - ▶ “I heard your _____ product launch went really well — congrats! I’m sure it was a huge effort, and I hope you’ve had a chance to enjoy that success before getting swept back into your other duties.”

▶ Step two: Tell them why you want to connect

Ask a (single) question. This is a good way to get the conversation going.

Example questions:

- “I see you climbed the ranks very quickly to become [name of position]. Do you have any advice for someone hoping to do the same?”
- “I see you’ve been with [name of company] for [length of employment]. I’ve always admired [name of company], and I’m wondering what you think about working there?”

Tell them you're job searching. Don't yet ask for any favors, but it's okay to mention that this is something you have going on.

- “I'm currently looking for [name of position] opportunities, and I see that you [what's their position?] with [name of company]. What do you think about [name of company] as an employer?”
- “I'm looking for new opportunities with [name of position]. I see that you're in the same industry and would love to connect.”

DO NOT YET

- ▶ Ask for any big favor (such as consideration for a position, a referral or introduction, or a meeting)
- ▶ Attach a cover letter, resume, or portfolio

ONGOING COMMUNICATION

If your communications are too transactional and insufficiently personal, you run the risk of burning the connection. Once you've established enough of a personal connection, however, it's okay to make a more direct request, like asking if their department is hiring and if it's ok if you send them an email about whatever you want to email them about.

Be sure to occasionally like or comment on their posts or updates. You can use the “Keep in Touch” feature to help you stay on top of this. You never know when you might want their help again in the future. Keeping the relationship warm will make it more likely that they'll do you a favor at a later date.

Key Takeaways

- ✓ Every time you send a request to connect, you should include a brief message.
- ✓ LinkedIn is both a social platform and a professional space. Your interactions here should be more personal than email, but more professional than other social platforms.
- ✓ Keep your LinkedIn messages lighter than email, especially at the start. Limit yourself to asking just to one or two relevant questions.

PRO TIPS

- Before sending a connect request to a stranger, find a post they've recently written and then comment on it in the post's thread. *Then* request a connection and mention the post in your message. This can be a good way to warm up the relationship.
- Send your messages in the evening. While this isn't crucial, most people use LinkedIn in the evening, which can make it more likely you'll catch someone while they're logged into the platform.

Samples

SAMPLE 1

Hi Dave!

My name is Ken. I saw your recent post about trends in agriculture and thought I would reach out. I'm also an analyst and love connecting with others in the industry.

What do you think about the new policy that the FDA just passed?

SAMPLE 2

Hi Melissa,

I hope you're well!

My name is Aman. I've just completed my master's degree in business management, and I'm currently looking for consulting opportunities. I see that you've been working with AAA Consultants for the past six years — what do you think about working there? I've been considering applying with them and am hoping to get an insider's perspective.

Thanks!



Final Notes

At the start of this book, we referenced the old saying, “It doesn’t matter what you know; it matters who you know.” Email has the power to instantly redefine who you know, and the people you connect with via email might make all the difference in the next step for your career.

Email is one of the most powerful assets you have in your job search arsenal, and you can always return to this guidebook whenever you need to sharpen that tool.

Ultimately, the strength of your email — and the ease you find in writing it — will come down to the amount of clarity you’ve developed in the Preparation chapters (chapters 2 through 4).

If you ever start to feel stuck, return to those early chapters. The clearer you are on what you’re trying to accomplish, and the more

familiar you are with the company, with your reader, and with their world and what they're trying to accomplish, the more clearly you'll be able to *express* how you — and your goals — fit productively into that world.

Then you'll be able to move — much more quickly — through the Communications chapters (chapters 5 through 10) and put together a strong email for your purpose.

Key Takeaways

- No matter what your situation, remember: Your career is about playing the *long game*. Every email you send is a new iron in the fire as well as a new learning experience for you. You might make some mistakes along the way, but if you follow this guide, you'll avoid the most critical errors, and each mistake you do make will only serve to improve your next contact. Use the bonus Follow Up chapter to send new communications when your first email doesn't land the outcome you are hoping for.
- Use tools like LinkedIn to maintain warm connections with those you've been in contact with — you never know when and how this might pay off.
- Never stop sending emails. Just because one particular email to one particular person at one particular time doesn't work out doesn't mean the whole practice should be abandoned.
- Email is one of the most powerful tools out there. You have to repeatedly use it in order to gain its benefits. So keep taking shots on your goal until one of them lands.
- Remember that you can always return to this guide as a quick reference for your next email.

Good luck!

Take your career farther than it's ever been by masterfully wielding one of the digital world's most powerful job-application weapons: **EMAIL**.

When applying for a job, it's often overlooked how much impact one email can have on a person's entire career trajectory.

In this manual, you'll discover the secrets to:

- **SETTING YOURSELF APART:** Finally, get the attention you've been seeking, solidify your credibility, and become the most memorable applicant from the bunch with these tips to construct highly-effective emails by utilizing marketing strategies.
- **EFFECTIVE TEMPLATES:** No more unclear writing. Find templates so you can save time by knowing exactly what to type and when to type it.
- **PREPARING FOR SUCCESS:** Discover the foundations of using email for any type of job search. Broaden your reach and find guidelines to make sure your email gets read. You'll get step-by-step guides to accomplish just that!
- **GETTING STRAIGHT TO THE POINT:** No more needless reading. Immediately skip to the chapter that's most important for you. Find the answers to exactly what you're looking for at the moment!
- **CONDUCTING BETTER RESEARCH:** Get tips to aid in your research about the company. Gather the right intel and ensure that your five-star email doesn't go to waste by sending it to the right person.

Be a memorable applicant without even meeting your employer! Cover all the bases from researching the company, crafting your email cover letter, to inquiring after you've sent in your application.

Master the art of writing emails and land your dream job **FAST**.



After earning an **MBA from NYU STERN**, Roy spent over 30 years in marketing as a management consultant, large corporate CMO, and founder of an edtech startup. Now his business is mentoring ambitious MBAs to market themselves to do work they love and grow careers as changemakers.

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