

# Networking Emails

If you're looking to set up an informational interview or job shadow, email is often the best channel of communication for reaching new contacts. Here are some tips on how to write emails that will get responses:

## ✉ BEFORE THE EMAIL

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

## ✉ 4 POINT EMAIL\*

### 1. Fewer than 75 words

Professional contacts do not have time to sift through paragraphs of introduction and questions. Keep your email short to ensure that they see the important information and understand quickly what you are asking of them.

### 2. No mention of jobs anywhere (subject or body)

Even if your ultimate goal is to get a job or internship, your purpose in reaching out to a networking contact should be to develop a relationship and gain information and advice that will help you be a strong candidate for whatever opportunity you are applying.

### 3. Connection goes first

At the beginning of your email, explain how you are connected to the person you're contacting. For example, reference your mutual connection to BYU. *Example: I am a current BYU student studying chemistry; my faculty advisor, Dr. Jeff Macedone, recommended that I reach out to you.* Making a clear connection with your contact shows that you've done your research and know why this is the best person to answer your questions.

### 4. Generalize your interest

You want your request to be easy to say yes to. Requests that are too specific are easy to say no to. *Example: Are there internship openings at your company?* Generalizing your interest makes it more likely the contact will respond to your request. *Example: I'd like your advice on which technologies I should familiarize myself with to be competitive for a digital marketing internship.* Be considerate of the contact's time and schedule. Instead of asking for a long, detailed email response, suggest some days and times to meet for lunch or to have a conversation over the phone. *Example: Would you be available to speak over the phone for about 20 minutes sometime within the next three weeks?*

## ✉ SUBJECT LINES

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

Here are some examples of effective networking email subject lines:

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

## EXAMPLE NETWORKING EMAIL\*

BYU student seeking your advice	
jones@email.com	
BYU student seeking your advice	
Dear Mr. Jones,	
My name is Brooke Franklin, and I am a BYU student who found your information through BYU Bridge. May I have 20 minutes to speak with you about your experience with PetSmart? I am trying to learn more about human resources careers at companies in Arizona, and your insights would be very helpful.	
Thank you for your time,	
Brooke	
Send	

\*Adapted with permission from *The 2-Hour Job Search*

## ✉ AFTER THE EMAIL

Keep in mind that corporate email users receive an average of 120 emails per day. Your contact may not get back to you right away. It's appropriate to send a reminder email, about a week after the original email is sent.

It's reasonable to expect a response rate of about 40%. If the contact doesn't respond after one or two follow-up emails, don't take it personally, just move on to the next contact.