

**NETWORKING EMAILS**

Networking and follow up are important parts of the job search. Email is a great tool to help with those activities, but it’s hard to evoke genuineness when you’re reaching out to someone you barely know!

It’s always better to be up front when corresponding with anyone in your network, and it’s helpful to your audience if you’re honest about why you’re reaching out. However, there’s a big difference between being professional and straightforward, and being overly blunt.

In finding this balance, a lot of people tend to err on the side of caution, and start their networking emails with something along the lines of, “You probably don’t remember me, but…” This approach can often backfire, but the fix for it is fairly simple. Here are some examples of ways to start a networking email with the different types of individuals in your network:

1. For an alumni you found on Our Northwestern or LinkedIn:

***Hi Mr. Colbert,***

***I’m a junior at Northwestern, studying Chemical Engineering. I came across your profile on Our Northwestern, and noticed that, after graduating with your Masters last year, you went on to work at {company}. I’m interested to hear about different chemical engineering career paths at different companies, and how an MS degree can impact their direction. Could I email you with a few questions about how Northwestern has directed your path?***

***Sincerely,***

***Jon Stewart***

1. For someone you met at a Career Fair:

***Hi Mr. Tribbiani,***

***I hope this message finds you well. I’m a sophomore Computer Science student at Northwestern University, and I had the opportunity to speak with you about my recent Hackathon project at Tech Expo on Thursday. I really appreciate the time you took to answer my questions about {company name}, and I find myself all the more interested in {position title}. Thank you for the advice on working with your online applicant tracking system – I intend to apply today! I’m looking forward to the next steps in the process.***

***Sincerely,***

***Chandler Bing***

1. For someone you only met once - Reintroduce yourself! Remind them of the conversation you did have when you met, and then follow up with your request:

***Hi Mr. Hobbes,***

***We met at last year’s BMES conference in California, where we bonded over binge-watching Friends on Netflix (update: I’m deep into Season 5). I’m reaching out because I remember that you work at [Company Name] and they have a new position that I’m interested in. Could I email you a few questions about what it’s like working there?***

***Thank you,
Calvin Watterson***

1. For someone you know, but have fallen out of touch with - Use the internet to gather new information about the person. Take a gander at the person’s LinkedIn profile, and see what they’ve been up to. Ask them a question about it in your email, and follow up with your request.

***Hi Ken,***

***I see from LinkedIn that you’re currently working in [new industry]. Congratulations, that’s wonderful! I’ve recently been contemplating a transition to [said industry] and would love to hear what the shift has been like for you. Would you have time for a cup of coffee, a brief phone call, or for me to send over a few questions by email?***

***Best,
Barbara Mattel***

1. For someone you know, recently saw and would like to keep in your network - Tell the person it was great to catch up with them, compliment them on a piece of the conversation you recently had with them, and wish them well.

***Hi Gretchen,***

***It was great catching up with you after your speech at the annual awards ceremony. I love the point you made about [something]. I hope Q3 is great for you and your organization, and I look forward to seeing you at industry events in the coming year.***

***Best,
Regina George***

It’s important to remember that your main goal is to be polite, brief and thoughtful. Once you’ve written a few of these, it will become more natural!