

Networking Emails

Proven email templates designed to help you grow your network and accelerate your career and job search.



RESUME
WORDED

Published by

Resume Worded

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Introduction

Why this book was written

Networking is critical, regardless of if you're searching for a new job, learning about a new industry or figuring out your next career move. It's no surprise that the most successful individuals have exceptionally strong networks - they go hand in hand.

But, how are you supposed to grow and cultivate a strong network?

This book solves that. We've curated a number of high quality email templates that cover every networking 'situation' you'll find yourself in, including:

- Cold emailing alumni or influencers
- Following up with someone you met at an event or conference
- Writing effective LinkedIn connection requests
- Following up if you don't hear back
- Asking an industry leader for advice
- Getting an informational interview
- Getting job referrals

Every template also includes insight into why the email was effective and the psychology behind why it works. Whenever you're stuck writing an email, you'll be able to refer to this book of effective samples for inspiration.

Who are we?

Since 2017, we've helped over 100,000 people accelerate their careers through our AI-powered career platform, [Resume Worded](#). Our resume and LinkedIn tools are by far the most advanced career and recruitment technology in the industry.

Good luck!

-Rohan

Founder, Resume Worded

Cold email to alumni

Cold emails are the email equivalent of cold calling. It involves emailing someone you haven't had prior contact with. A critical element of a successful cold email (i.e. you get a response) is trust. Your contact is not going to reply to you if they don't trust you.

One of the most common ways to establish trust with a new contact is by mentioning a shared connection - whether you went to the same school or company - doing this makes you much less of a stranger and increases your chances of a response. The following email template gives you a great example on how to reach out to someone who attended the same university as you.

Subject: Interested in connecting

Hi Rohan,

Greetings from a fellow Berkeley alum! I hope you're doing great.

I came across your profile on LinkedIn and noticed that you're a Data Scientist at [Resume Worded](#).

I'm currently a Software Engineer and I've been thinking about a career change. I'd love to ask you 3-5 questions about your experience at [Resume Worded](#) and your insights on the data science industry.

Any chance you would be available for a quick coffee this Thursday at 11am? I'm flexible so if any other day/time works better for you, let me know!

Thanks!

Katie

P.S. Alternatively, if it's easier for you, I'd be happy to send my questions via email - thank you!

There are a few reasons why this networking email has a high response rate. First, it quickly mentions the shared connection (Berkeley). Second, the specific mention of 3-5 questions is a small ask and easier to commit to.

Finally, this networking email template is flexible and respectful of the alumnus' time - it not only gives a specific time slot the alum can say yes or no to, but it also gives the option to continue the conversation via email.

Cold outreach to an industry leader

Here's a good example of a cold email you can use to reach out to an industry leader. Remember to be respectful, complimentary and *briefly* describe why you are contacting them specifically.

Subject: Reaching out for career advice

Hello Sasha,

My name is Ashley Wilson and I'm currently a final-year student at the Rhode Island School of Design, majoring in Architecture. I came across your profile on LinkedIn when researching RISD alumni in design and noticed that you've held some extremely interesting roles at T-Mobile, Facebook and [Resume Worded](#). There aren't many people who have had such unique design-centric experiences at not only established companies, but also high growth tech companies and startups!

I'm graduating in May and I'd be so grateful if I could ask you a few questions about your career path and how you got to where you are today. If you have the time, I will come to you wherever you are, even if it is for 15 minutes, phone or email - whatever works with you.

Does anytime in the next week work for you?

Thanks!

Ashley

There are a few reasons why this networking email has a high response rate. First, it quickly mentions the shared connection (RISD). Second, it compliments the VIP as well as mentions why she is uniquely positioned to give the advice the candidate is looking for.

Finally, the second paragraph shows flexibility and respect to the VIP's time.

Reaching out to someone for advice - 1

Even if your goal is a job or a referral to a company, you don't want to be emailing someone that doesn't know you for a job or an interview right off the bat. Build a relationship first!

Here's a good example. Note how we ask for advice, not a job.

Subject: ASU grad seeking career advice

Hi Stephanie,

My name is Kelly Min and I graduated last year from ASU. I came across your name on our alumni database.

I'm currently an Account Executive at [Resume Worded](#), but have been strongly considering a career switch to consulting.

If you had 15 minutes, do you think I could get your insight into your job and the consulting industry? I'd also love to know how you made your choices after graduating from ASU and if you think consulting a good fit for me!

Do you have time for a quick coffee next week? I can come to your office or wherever is most convenient for you. I'd really appreciate it.

Thanks!

Kelly

Also note how this email adds the mutual connection in the subject line itself - this builds trust and increases the chances that your email is actually opened.

Highlight specific questions in your email ("is consulting a good fit for me?") and suggest a short meeting - you're more likely to get a response this way.

Asking for a referral

If you know a contact working at a company reasonably well (or a recruiter), you can send some variation of this email template. Highlight a couple of key achievements that stand out from your resume as well as show clear interest in the company.

Subject: Regarding the Associate Design Lead position

Hey Allison,

My name is Kate Griffin and I came across an opening for the Associate Design Lead position at [Resume Worded](#). I've been closely following [Resume Worded](#) since you guys launched its Score My Resume product - it sounds like it's an exciting time and there's a lot going on!

A little bit about my recent experiences:

- As a designer at ABC Labs, I designed an in-app tutorial which has led to a 40% reduction in the uninstallation rate
- I developed the first version of the company's style guide which can be seen on ABC's page here

I have attached a copy of my resume just for your information so that you can have a little more context. You can also see my public portfolio here.

The job description really aligns well with my experiences and interests. If it's okay with you, I'd love to ask you a few questions about the company and what the hiring process is like.

Any chance you would be available for a quick call this Thursday at 11am? I can work around your schedule so if any other day/time works better for you, let me know!

Thanks a mill!

- Kate

Follow up email after a networking event

This is a great networking email template to use to follow up with someone you met at a networking event or conference. Reference the conversation you had with them and be open about your ambitions and why you're contacting them.

While you can send a networking email like this up to a couple of months after an event, the sooner you send it, the higher your response rate. Ideally, send this email within a day or two of the event.

Subject: Quick follow up on our chat at APM!

Hi Rohan,

I hope you're doing great. We met at the APM Conference last month, where we talked about your career at Facebook. I'm currently at [Resume Worded](#) working as a business analyst.

I've been figuring out my next career move, and product management seems like a great fit for my experience. Facebook's a dream company for me, and if it's okay with you, I'd love to ask you a few questions about your experience there and if you also think PM is the right fit for me.

Do you have time for a quick coffee next week? I can come to your office or wherever is most convenient for you. I'd really appreciate it.

Best,
Ashley

Follow up email after a company event

This is a simple networking email template to use if you want to start a relationship with someone you met at an event sponsored by a specific company, for example. You can also use this as a template when requesting a connect on LinkedIn.

You can also reply to this message when you need to reach out in the future, either to mention you applied for the job or even for an informational interview.

Subject: Thanks for your presentation!

Hi Martin,

Thank you so much for taking the time to present at the [Resume Worded](#) Annual Event and for speaking with me for a few minutes afterward. It was great to have the opportunity to hear more about [Resume Worded](#) and its internship program.

I am very excited about this internship opportunity and am grateful for your advice on how to highlight my background in engineering on my application.

Thanks,

Sam Perkins

(NYU Class of 2019)

Follow up email after a job application

If you have a contact at a company you just applied to, here's a networking email template you can use to make sure your application doesn't get buried amongst others. Notice how this email template highlights a conversation he had with the contact and explains why he's applying.

Sending this kind of networking email right after you apply for a job also makes it easier to reach out again if you don't hear back.

Subject: Product design at [Resume Worded](#)

Hey Paul,

It was super cool to meet you at the Advance Design Thinking workshop earlier! Really enjoyed our conversation on your interests in architecture and how you got into product design.

You mentioned you were expanding the team at [Resume Worded](#), so after the event I looked at open roles and found this Product Design role which looks like a great fit for me.

I submitted my application online, but thought I'd also send over my resume and portfolio for your reference. Let me know if you need any further information.

Thanks a mil,
Rohan

Reaching out to someone for advice - 2

Even if your goal is a job or a referral to a company, you don't want to be emailing someone that doesn't know you for a job or an interview right off the bat. A first meeting like this is often called an *informational interview*.

Here's a good example of how to do this.

Subject: Reaching out for career advice

Hi Ashley,

I hope all is well. My name is Mark Anthony, and currently I'm a senior at the ABC Business School, minoring in Marketing Psychology. I found your name on our alumni database and I'm very interested in learning more about the marketing field.

I'd love to learn more about your role at [Resume Worded](#) and how you got started in such an exciting and competitive industry. I'd be grateful if you had 10-15 minutes to speak to me about your experience and particularly the choices you made after graduating. Are you free anytime next week?

I have attached a copy of my resume just for your information so that you can have a little more background about me.

Much appreciate you reading this email!

Best,
Rohan

Thank you note after a meeting

When you get the opportunity to meet someone you've reached out to, it's important that you send them a quick thank you note to let them know that the session was not only valuable, but that **you are actually taking action on their advice**. This is so key. Remember, a busy person has actually taken out time of their day to help you - be appreciative of this and use this as an opportunity to strengthen your relationship.

It's important to send a note like this within 24 hours of the meeting.

Subject: Thanks for earlier

Hi Rafael,

Thank you again for meeting with me earlier - our conversation gave me a ton of clarity on where my skills are best suited and the next step in my career.

I'll reach out to Roger as you recommended and will keep you in the loop. Please do let me know if there's anything I can do to return the favor!

Cheers,

Rohan

Formal thank you note after a meeting

Here's another example of a thank you note - it's more formal than the last one. Choose whichever template you prefer depending on the tone of your past emails and your meeting.

Subject: Thanks again for earlier

Dear Mr. McCarthy,

Thank you so much for taking the time out of your busy schedule to talk with me. I really appreciate your advice on how to approach getting a summer placement at the Neuroscience Research Centre.

At your suggestion, I emailed Professor Mathilde Boucher, who works in the [Resume Worded](#) AI team, and I will meet with her next week.

I hope that you have a lovely vacation in India - it sounds wonderful! I look forward to speaking with you when you return. Thanks again for your help - I will keep you posted on how things go.

Sincerely,

Annabel Martins

Thank you note after an informational interview

When you get the opportunity to meet someone you've reached out to, it's important that you send them a quick thank you note to let them know that the session was not only valuable, but that you are actually taking action on their advice.

It's good to send a note like this within 24 hours of the meeting.

Subject: Thanks for earlier, Mischa!

Hi Mischa,

It was such a pleasure to meet with you today! Thank you for taking the time to answer my (many) questions and talk about what it's like to work in Product Management and at [Resume Worded](#) - it seems like an amazing place to work.

I promise that I am going to take your advice and I will follow up with you to let you know how the rest of my search goes! I look forward to staying in touch.

Thanks again,

Rohan

Follow up email to a non-responder - 1

It's normal to not get a response with your first cold email. Your email has likely been buried amongst other emails in the recipient's very busy inbox.

Send a polite short follow up email like this template. Reply to your original email so the recipient can easily see your previous email.

Subject: Re: Reaching out for career advice

Hi Sasha,

This is Ashley from [Resume Worded](#) following up. I know how busy your inbox must be, so just resending in case it fell through the cracks.

[The original email should be included here]

Follow up email to a non-responder - 2

It's normal to not get a response with your first cold email. Your email has likely been buried amongst other emails in the recipient's inbox.

Send a polite short follow up like this template 4-7 days later. Reply to your original email so the recipient can easily see your previous email. If you don't get a response to the follow up email, be respectful and don't follow up again.

Subject: Re: Reaching out for career advice

Hey Alexi,

I just wanted to follow up with you about grabbing coffee sometime this week.

If you are too busy to do this, I totally understand, and if it'd be easier, I'd absolutely be open to doing a phone/Skype call or just continue the conversation over email. Let me know what works best for you!

Best,
Ashley

Original Message

From: Ashley Wilson

To: Alexi

Subject: Reaching out for career advice

Hello Sasha,

My name is Ashley Wilson and I'm currently a final-year student at the Rhode Island School of

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Asking a LinkedIn contact for advice

When looking for contacts to cold email, it's worth reviewing their recent activity on LinkedIn and referencing it in your cold email.

Additionally, the specific mention of 3-5 questions is a small ask and easier to commit to. Second, it's flexible and respectful of the contact's time - it not only gives a specific time slot the alumnus can say yes or no to, but it also gives the option to continue the conversation via email.

Subject: Would love to connect

Hi Kimberley,

I'm Rohan and I'm currently a software engineer at Samsung. I found your profile after reading a post you wrote on LinkedIn about predicting customer churn at [Resume Worded](#). I found the article fascinating and I've actually just started implementing a similar model myself - thanks for your detailed perspectives!

I'm reaching out because I've been thinking about a career change into data science. If it's OK with you, I'd love to ask you 3-5 questions about your experience at [Resume Worded](#) and your insights on the data science industry.

Any chance you would be available for a quick call this Thursday at 11am? I'm flexible so if any other day/time works better for you, let me know!

Thanks!

Katie

P.S. Alternatively, if it's easier for you, I'd be happy to send my questions via email - thank you!

By the way, you can also send this as a LinkedIn message if you're already connected with this person.

Re-introduce yourself to an old contact

Sometimes you'll have contacts that you haven't spoken to in a while. You can use a variation of this networking email template to re-introduce yourself or 'warm them up'.

Subject: Hope you're doing well?

Hi Patrick,

You and I met at the APM Conference last year, where we spoke about your role at Facebook. My apologies for not keeping in touch after the conference! I hope it's okay to reach out today.

I've been figuring out my next career move, and product management seems like a great fit for my experience. Facebook's a dream company for me, and if it's okay with you, I'd love to ask you a few questions about your experience there and if you also think PM is the right fit for me.

Do you have time for a 10-15 minute phone call next week? I'd really appreciate it.

Best,
Ashley

P.S. I understand you're busy, so if it's easier for you, I'd be happy to send my questions via email.
Thanks!

Facilitating an introduction - 1

If a friend asks you to introduce them to someone in your network and you're happy to do so, it's good practice to ask permission first.

Subject: Can I put you two in touch?

Hey Kate!

I hope you're doing well. A friend I studied with at NYU is looking for a new trading role and he's been closely looking into JPM! I recalled you mentioning you worked there so I thought I could introduce him to you.

Here's his LinkedIn profile: [Link to profile, or attach a resume if you have one]

Any chance I can put him in touch with you to learn more / get some advice?

Thanks!

Rohan

Facilitating an introduction - 2

Once you've gotten the OK for the introduction, here's a template you can use to actually put the two people in touch! Remember - before using this template, we recommend confirming with your connect that they are OK being introduced.

Wherever you identify opportunities to help people in your network out (and you know both sides will benefit), do it. People will see you as someone who's always adding value and creating opportunity - this is something that will help you in the long run.

Subject: [Introduction] RW Ventures <--> Resume Worded

Hello Kate and Rohan,

Hope this email finds you both well.

Kate, I'd like to put you in touch with Rohan. Rohan is the founder of [Resume Worded](#), a service that helps jobseekers improve their resumes and LinkedIn profiles. I've worked closely with him at Google and his company is doing great.

Rohan, please meet Kate. He's an investor at RW Ventures.

I hope you're able to find time to meet and will let you both take it from here!

-Ashton

Getting feedback from a blogger or influencer

Reaching out to influencers or bloggers is one way to get coverage on your product or website. However, it's not effective to immediately ask them to cover your product/site in a cold outreach email - it's important to build a relationship first!

One way to build a relationship is by asking for feedback on your product. Here's an example of a networking email template you could use (this is one we used!)

Subject: Intro

Hi Alexi,

I found your writing through your post on Medium on how to write better networking emails. That led me to find your Networking Emails blog - it's really an amazing resource for jobseekers! Also great to see you creating content on such a consistent basis.

On a related note, I've also been trying to help applicants in their careers by building software. I made a product called [Resume Worded](#), which analyses a jobseeker's resume and LinkedIn profile, and identifies critical areas of improvement.

I'm looking to build my network in the education/careers space - my goal is to make the product the most helpful it can be and get it out to as many people as possible.

If you had a few minutes, I'd be super grateful if you could spend a minute or two on the site and let me know what you think of the product. If you had any feedback or general thoughts on how I can improve or grow the product, that would be so appreciated!

Thank you!

Rohan

Getting career advice from someone in your field

Here's another example of a cold email you can use to help you get advice or even an informational interview. You don't want to be emailing someone that doesn't know you for a job or an interview right off the bat. Build a relationship first!

Highlight specific questions in your email ("is consulting a good fit for me?") and specific experiences you've had that are relevant to the industry (in this case, software engineering) - you're more likely to get a response this way.

Subject: NYU senior - would appreciate your insight

Hi Tim,

My name is Rohan and I'm a senior at NYU. I came across your name on our alumni database. I hope you're doing great!

I am reaching out because I am interested in a job in software engineering, and I want to learn more about the industry. I saw from your LinkedIn profile that you have a lot of unique experiences, both at large enterprises and technology startups.

A bit about me: I'm majoring in Computer Science and last year I did a software engineering internship at [Resume Worded](#), where I implemented a caching algorithm using Java and Python.

I'd be so grateful if I could ask you a few questions about your experiences and any recommendations you might have about navigating the job search. Do you have 10-15 minutes for a quick coffee next week? I can come to your office (I also live in NY) or wherever is most convenient for you. I'd really appreciate it.

Thank you!

- Rohan

Bonus: LinkedIn Request / Invitation

This is a great template to use when asking someone to connect with you on LinkedIn, and has a far better response rate than the default "I'd like to add you to my professional network on LinkedIn."

Notice how the template refers to a specific idea the author wrote about and mentions why she wants to stay connected.

Hey Julia!

I came across a LinkedIn article you wrote on the fundamentals of product management. I really resonated with your thoughts on how data should be at the core of every product decision.

I'm in the product team at [Resume Worded](#). I'd love to keep in touch and learn more about your work.

Cheers,

Rohan

Bonus: Asking a friend for an intro on LinkedIn

If you have a mutual connection/friend/LinkedIn connection with someone you'd like to get to know, use some variation of this template. You want to be using this only with warm contacts, ex-colleagues or friends who know you reasonably well!

Be considerate and offer a pre-formatted template in your follow up email/LinkedIn message (provided they say yes).

Hey Chandler,

I noticed you're connected to Monica Bing on LinkedIn. She's working at [Resume Worded](#) and I've been thinking about applying for a position as a data scientist there!

I would love to chat with her to get some insight into the company and what the role is like.

If you're OK with it, would you mind connecting me to her? I can send you a pre-formatted introductory email to make things easy for you.

Thanks!

Rachel

Closing Thoughts

If you got value out of this book, I'd highly recommend you to check out our free AI-powered platform, Resume Worded.

We've built the most advanced career tools out there to help you get the job you deserve, faster.

- [Score My Resume](#) instantly gives you expert feedback on your resume based on key criteria recruiters look for.
- [LinkedIn Review](#) gives instantly gives you tailored feedback on how to optimize your LinkedIn profile so you get more opportunities.
- [Targeted Resume](#) analyzes the job description and identifies important keywords and skills missing from your resume.

Thanks!

-Rohan

Founder, Resume Worded



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