



## Template: Networking on LinkedIn

### REACHING OUT TO EXISTING NETWORK CONTACTS

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

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

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

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

Best,

[Your Name]

### REACHING OUT TO NEW NETWORK CONTACTS

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

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

I've found over the years that being connected to highly regarded people is the greatest asset for career success – in business in general and in the job search. Although I am the one seeking

information at this time, I hope to be able to return the favor to you or someone you know in the future. Thank you for your time!

Best,

[Your Name]

## TEMPLATES FOR YOUR LINKEDIN INVITES

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