

NETWORKING CHEAT SHEET

How to get more people to respond to your networking emails

According to the Bureau of Labor Statistics
80% & 70% are filled before they ever reach the job board stage
of 6-figure jobs of 5-figure jobs

95% of job seekers do not tap into this hidden job market

There are three different types of people you should reach out to during your job search.

Decision-Makers (CXOs)

People who have the power to hire you



Referees

People who will refer you to the decision-makers



If you are referred, you're **4 times** more likely to get the job than a person who wasn't referred.

Mentors

People who will give you advice you need to focus your search



Goal

Get a job interview.

Goal

Get referred to a decision-maker.

Goal

Get an informational interview.

How do we achieve this goal?

Introduce your strengths and follow up strategically.

How do we achieve this goal?

Build a relationship, ask them for help, and follow up strategically.

You wouldn't **propose marriage** within just a minute of meeting someone, would you? Instead of asking for a job too soon, break this process up **into multiple, digestible pieces**:

1

Research

the company and collect email addresses.

Research

your referee and their company.

Research

your mentor and their work



To learn how to find people to connect with, [purchase 4X Your Job Search by Networking here](#). Learn how to assess LinkedIn profiles to see whether the people you find will be responsive.

2

Introduction

A short, 100-word "cover" email of what you offer.

Introduction

A flattering, friendly, introductory note. If sending on LinkedIn, thank them for connecting. Express interest in their work.



Hint: Your introduction note will be read more carefully if you can mention who referred you to your recipient. [Purchase 4X Your Job Search by Networking here](#) to get a template for this message.

3



Follow up by asking them for a referral to someone else.
"I know you're busy; is there someone else I should be talking to about this?"



Friendly response to their reply. Ask an easy-to-answer question specific to your career goal.

4



Short follow up asking if they are interested in solving the problem you specialize in.



Ask for a referral to a specific person. Tie your message in with your career goals.



Ask for their advice.

5



Short follow up with your contact information.



HELP Follow up strategically, expressing interest in helping their friend.



Follow up strategically. Explain that you give a lot of weight to their input.

6



If you got a response, but haven't heard from them again, send a note explaining how you'd achieve a specific result for that company.



Follow up strategically. Explain that you give a lot of weight to their referral.



Thank them for their advice. Ask for a referral to someone who can guide you further.

7



Send a thank-you note clarifying any mistakes you may have made during your interview and sharing a relevant accomplishment that you forgot to mention.



THANK YOU! Tell your referee about the conclusion of your job search. Thank them for their time.



THANK YOU! Tell your mentor about the conclusion of your job search. Thank them for their help.

Want a template for each of these messages? Purchase 4X Your Job Search by Networking [here](#).

You'll also get our detailed, tried-and-tested checklist, so you'll know exactly which activities are statistically proven to be helpful to you, and which ones are a waste of time.