

Tips (8 C's) for making connections (via E-mail* and/or Linked In)**

1- Introduce yourself and draw a **connection- or two.** Start with your connection first. Point out what you have in common... i.e. university, extra-curriculars.

In your subsequent conversation, get to know your connection (and share your own background/ interests) so that you develop a professional and personal connection.

2- Seek **counsel, not a job referral.** It's important to get advice and generalize interest in things like what their function/ industry is really like and how they describe their company's culture. Don't mention a specific job.

3- Keep your communication **concise.** Your contact probably gets hundreds of digital communications daily, be sure to stay on point.

4- Write your introduction in a **conversational way.** It shouldn't sound like a formal cover letter or a casual note to a friend. If in doubt, share with another student or advisor in advance, to make sure it sets the right tone.

5- **Commit to taking no more than 15-20 minutes** of their time. Acknowledge that they are super busy and that you won't take more than 15/20 minutes. Let them know when you hit the 15 minute mark in your conversation, and they will typically offer to talk a bit longer.

6- **Control the follow-up.** Consider mentioning that you know that they are busy, and that you will follow-up in a week or two.

7- Show **courtesy by graciously sending a thank-you** expressing gratitude for the time your contact invested in sharing their experiences and providing advice.

8- **Continue to stay in contact** by sending pertinent articles, providing a progress update and/or looping back regarding conversations with their networking leads.

* website for finding e-mail addresses is <https://hunter.io/> or google " name@ company.com " ... keep trying combinations until it pops up on search

**See pg 28 & 34 of Career Guide for a written examples of LI and e-mails