

## E-NETWORKING: USING EMAIL AND LINKEDIN TO PROSPECT EMPLOYER CANDIDATES

If picking up the phone is just that extra step you refuse to do out of fear that is OK. Many sales people (people that make their living by calling on people to buy their wares) dislike this also. Here you will be introduced to the warm connection using LinkedIn and email to connect and build a career important contact.

USE LINKEDIN ALWAYS: IF YOU DO NOT HAVE A PROFILE MAKE ONE, OR COME INTO OUR RESOURCE ROOM FOR ASSISTANCE. Your LinkedIn page needs to have a professional picture (shoulders up) with a solid background and has to reflect your resume exactly. Your job title headline and your summary should be eye catching. YOUR TITLE SHOULD NOT SAY "CURRENTLY SEEKING NEW OPORTUNITIES" it should say "ALL" of what you do.

Your Headline has 120 characters available so use them all. Example:

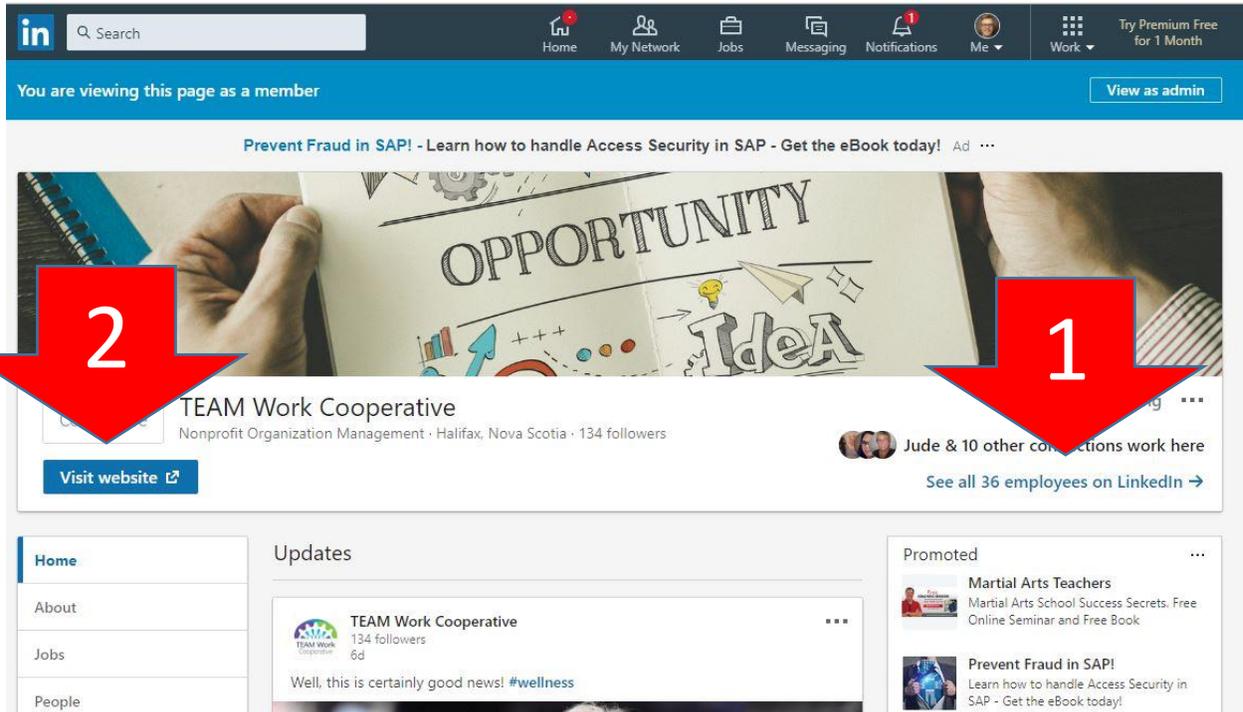
27X Award-Winning Executive Resume Writer, LinkedIn Profile Writer, Job Search Coach  
► I help leaders level up, land a job faster and increase earning power!

20+ years Business Development | Entrepreneur | Career Coach | Job Developer |  
Workshop Facilitator | Team Builder

### **PREPARATION, SETTING WEEKLY GOALS AND TRACKING EACH CONNECTION ARE VERY IMPORTANT FOR SMOOTH E-NETWORKING PROGRESS**

Once you have a profile and you have made a list of companies you could and would work for, it is time to look for contacts if you do not have one. Here is how to find these contacts:

- 1) LinkedIn – Enter the company name into LinkedIn and then click on the link that says the number of people that work there (See ARROW 1). You can also link directly to the company's website (See ARROW 2):



in Search

Home My Network Jobs Messaging Notifications Me Work Try Premium Free for 1 Month

You are viewing this page as a member [View as admin](#)

Prevent Fraud in SAP! - Learn how to handle Access Security in SAP - Get the eBook today! Ad ...

OPPORTUNITY Idea

2

1

TEAM Work Cooperative  
Nonprofit Organization Management · Halifax, Nova Scotia · 134 followers

Visit website

Jude & 10 other connections work here  
[See all 36 employees on LinkedIn](#)

Home

About

Jobs

People

Updates

TEAM Work Cooperative  
134 followers  
6d

Well, this is certainly good news! #wellness

Promoted

Martial Arts Teachers  
Martial Arts School Success Secrets. Free Online Seminar and Free Book

Prevent Fraud in SAP!  
Learn how to handle Access Security in SAP - Get the eBook today!

- 2) Find the person or people who most likely would be a person to do the hiring
  - a) Human Resource Manager
  - b) Recruiter
  - c) General Manager
  - d) President (if it is a small company)
  - e) Supervisor
  - f) You can also Link up with a person in a similar role to what you want
  
- 3) Send them a connection request - I suggest Sunday night or early Monday morning for these.
  
- 4) CHECK TO SEE IF THEY LOOK AT YOUR PROFILE AND/OR ACCEPT YOUR CONNECTION REQUEST.



You want to have as many good contacts that you can get. This way when you post something more people will see it.



Message would be like this:

“Hi Sally (if Manager then use Ms. or Mr. last name). I would like to connect with you. I have read great things about your company and noticed you have been there for over 7 years. I am interested in working there sometime in the near future. Would you be willing to meet me for a chat and a coffee/tea next week at your convenience? I just have a few questions about the company and your experience. I look forward to connecting with you.”

If they accept your connection you can now click on “See more contact info



- 5) Follow your LinkedIn connection request with an email if you do not hear back in a couple days.
- 6) WHERE TO GET EMAIL ADDRESSES: You can also get names and emails sometimes from the company’s websites, or use sites like zoominfo.com or hunter.io. You can find someone else from the company and figure out the format of the company email (Example: [first.last@xyzinc.com](mailto:first.last@xyzinc.com)).

You also can call the company and pleasantly ask reception to help you out with who does the hiring and “may I ask what their email address is?” NOTE: Put on the charm. Ask the Administrator how they are, ask their name, and use their name when asking.

Example: “John, I see you have worked there for 5 years, so you might know who I am looking for, so I am wondering if you could help me find the right person?”

Or

“Susan, I am trying to email Peter Smith, but I don’t think it is getting through. Is it [peter.smith@xyzinc.com](mailto:peter.smith@xyzinc.com)? “

Now that you have the emails, it is time to use them. So, let us meet networking halfway, and at least send an email or three.

What do I mean about email or three? Well, there is a sequence of emails you can use to try and encourage a response from an employer to meet with you for an information interview. **NOTE: SEND EMAILS ON WEDNESDAY OR THURSDAY MORNINGS BEFORE 8:30 AM!** Prepare them in advance on Monday and Tuesday and save as drafts or use the timer.

Here are the three script samples:

---

**SUBJECT BOX: I have some important questions about your company**

1. Hello [Ms/Mr [NAME],  
I hope you are well. (or come up with your own personal statement like “I would like to ask you a quick but important question.  
I was reviewing your website, your LinkedIn profile and other information about your company online because of my interest, skills, and training in the field of [Job title].  
[NAME], I would like to find out more about the company and I am hoping I can meet with you for a chat at your convenience possibly next week?

I look forward to your response.

Best,

[Your Name]

[Your Cell Number]

---

**2. [No Response.... One week later on Wednesday or Thursday morning]:**

Hello Ms/Mr [NAME],

I am following up on the email that I sent last week. I understand that you are very busy, however, I would really appreciate 10 to 15 minutes of your time to meet with you.

I look forward to hearing from you.

Thank you,

[Your Name]

[Your Cell Number]

---

**3. Last Email is the CLOSER. [No Response.... 4 Days to one week later on Wednesday or Thursday morning]:**

Hello Ms/Mr [NAME],

I hope you are well.

This is my final follow up as I completely understand that you are very busy and that this may not be the best time to meet with me. However, I would really like to meet with you in the near future should some time become available. So, [Name] if you could keep me in mind when there is a window of time in your schedule I would love to hear from you.

Best,

[Your Name]

[Your Cell Number]

NOTE: THIS EMAIL IS DESIGNED TO FORCE A RESPONSE IF THE CONTACT HAS BEEN PROCRASTINATING OR TO BUSY TO RESPOND. It can be very effective. You have nothing to lose by trying.

---

If at the end of this effort, you do not have a response, cross this person and/or company off your list and move on to or add others.

**What happens if you get a response?**

- 1) Thank them for responding
- 2) Ask what a convenient time and place works best for you to meet next week
- 3) Respond to time and place with: "Thank you [Name]. I will see you then. I am looking forward to meeting you
- 4) Show up and offer to buy them a coffee or tea

### **You both show up and sit down. What Next?**

You have entered the information interview period. Here is where you ask questions. The questions will be about the company and the person's experience.

Note: the person's LinkedIn Page will give you information about them. For Example:

- Their education (what and where)
- Past work experience
- Length of time with this company
- Positions held with this and other companies

Find something you might have in common first and then look for things that interest you about them.

You can also google their name and company and see if he/she was have their name in any publications. If so, read the publication(s) and use the information to ask more questions:

Example: "John, I found an article where you received the award for establishing a recycling program for your industry. Congratulations! How was that?"

If there is a recent article about the company, whether it be a project or award read it and use it in your discussion?

Here are the top Information interview questions you should ask:

- 1) **What do you like most about working for [company]?** ..... you are finding out if *Is it a good place to work.*
- 2) **What is your biggest challenge at [company]?** .....*you are finding out if there is a problem you can help solve.*
- 3) **What is the work culture like at [company]?** .....*you want to know if the employees get along.*
- 4) **Where do you see the company in 5 years?** .....*you are finding out if the company has plans and if there is growth so you can determine that this job you want is secure.*
- 5) **What does a typical day look like for the person who does [the position you want to fill]?** .....*you are finding out what the job requirements are and the scheduling you might need to be good at this position should you get an offer.*

Plan act and network, network, network! Keep trying and you will start uncovering people and companies that want you! Do not give up! You have this!