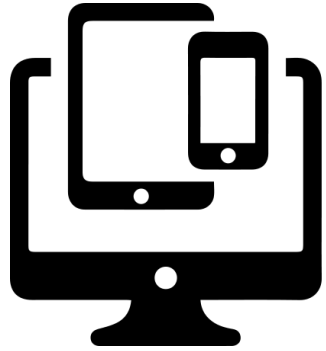


Importance of writing in networking and informational interviews

The importance of writing in networking



Online – Email, LinkedIn



Phone – 1:1 conversation,
informational interview



In person – Events,
conferences, 1:1 meetings

The common thread: Regardless of environment, you will need to follow up after making an initial connection and that almost always involves writing a good email

Micro Lessons in Writing

Writing an email to
a contact inside a
company you are
applying to

Writing a first email
to someone you
don't know

Writing a Follow Up
/ Thank you email

Sending a status
update Email

Connecting to a contact inside a company

First ask:

- Have you already met someone who works at the company you are interested in working for? (networking event, etc)
- If I haven't met anyone who works there, how I can identify or be introduced to someone who works there for an informational interview?

Let's go through a real world example of how writing is a key skill of networking

What are all the steps in between making an initial contact at a company AND keeping in touch with that person leading up to applying for a role at the organization where they might have some influence to help you get an interview ?

1. The ACM got the contact's email/business card at the networking event, was introduced by a staff member, etc
2. The ACM sent a follow up email asking to learn more about the person's experience at XYZ organization (I.e. asked for an informational interview)
3. The ACM sent a thank you email after the conversation or meeting and asked if they can stay in touch and stay in touch on progress with job search.

STEP 3 IS Critical: Even if months go by, you can reply to the Thank You email to help the person remember who you are, share any relevant updates, make an additional request for support, etc. This is also why a personal email thank you is more helpful in the long run than a handwritten card.

4. The ACM learns about a job opening at XYZ organization (from the company website, job board, or from the contact directly)
5. The ACM applied for the role AND then immediately followed up with her contact at XYZ Company notifying the person she has applied and if they would be willing to check in on the status of the hiring process.

Notice the simple ask here in Step 5: It's not "Can you help me get an interview" which might be awkward or presumptuous; it's a lighter ask to inquire where in the hiring process is this role. If you've made a good impression through your prior interactions/informational interview, the person will likely make a request of the hiring manager that you get invited into the hiring process on their own.

Now let's see what that email might look like from the AmeriCorps member to a person they originally met at a networking event, had a follow up informational interview and now notices a job opening where they work

Hi Denise -

Hope you are doing well. Thanks again for taking the time to talk with me about your experience at XYZ company back in November.

It was so helpful and made me want to consider a career in marketing even more.

I wanted to let you know that I just applied for the [Marketing Coordinator position](#) [linked]. The role looks so exciting to me and I would love to learn more about this opportunity.

If you are comfortable, would you be willing to inquire at what stage of the interview and hiring process this role is in?

Thanks in advance –I appreciate your help,
Name

This is a sample email

What do you like about this email?

What would you have changed if anything?

Writing a first email requesting support to someone you don't know personally but have an affiliation through City Year community

My name is _____, and I currently serve with City Year (site). Hope this time is treating you healthily. Quarantining has given me some extra time to think about my future after City Year, and I wanted to reach out to you for some LACY advice.

Right now I am trying to decide between going to law school right away (I've taken the test and applied), or trying to find a job as a legal or educational researcher at a non-profit or think tank.

I'm very interested in both law and education and how they intersect.

If you know of any of these types of organizations that specialize in criminal justice/law or education/educational law, or alumni in relevant fields you might feel comfortable putting me in contact with I would greatly appreciate it.

If you need to know more specifics of what I'm looking for, I'm open to a call or further emailing.

Hope to hear from you! Thank you...

Actual email example from an AmeriCorps member to a national staff member

What do you like about this email?

What would you have changed if anything?

What might a cold email to a person you never met look like? [Assuming you can't get introduced through your network. A well-written email is your best option]

Hi –

Hope this email finds you well. My name is _____ and I'm currently do a year of service with City Year [Site] where I am serving on a team of AmeriCorps members working with high school students to support college and career readiness.

I came across your work through on The Moth website as well as LinkedIn and I am really interested in the kind of storytelling you produce that focuses on educational equity and elevating the voices of high school students.

I studied Communications in college and co-hosted a twice-weekly campus radio news program that featured student stories that dealt with issues of belonging and well-being.

I'm sure you are very busy but I would greatly appreciate if you would be willing to chat with me for 20 minutes about your experience at The Moth and any ideas or advice you have for me as I seek out my next opportunity in media, storytelling, etc?

Thanks in advance,
NAME

This is a sample email

What do you like about this email?

What would you change?

Writing a follow up/thank you email

Hi [Name] -

I wanted to say thank you so much for taking the time to speak with me yesterday!

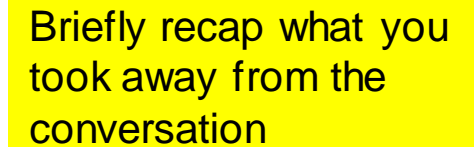
It really shows how dedicated you are to AmeriCorps members and building connections. I greatly appreciated your advice on describing my role as an SEL coordinator. I also enjoyed hearing about your path at City Year.

As I mentioned, I am including the names you brought up last night that I wish to be connected with: NAME at Citi and NAME at WarbyParker. Thank you for helping to introduce me to these alumni!

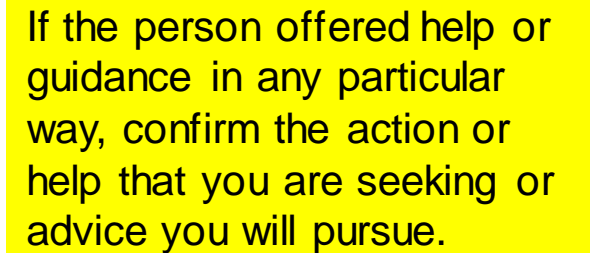
At your suggestion, I will also contact [my site's development manager] and see what advice she has for me about connecting with team sponsors.

Thank you again for everything!

Yours in Service,
Name



Briefly recap what you took away from the conversation



If the person offered help or guidance in any particular way, confirm the action or help that you are seeking or advice you will pursue.

Sending a Status Update email

[some time has lapsed since you last connected]

Hi Name -

I hope that you are doing well! I know it has been some time since I've updated you, and I don't have a whole lot to share, but it's still an update nonetheless!

I have still been networking and applying for jobs over the last couple months and I've only landed one phone interview so far which didn't lead anywhere, but I'm staying optimistic.

I recently found an opening for a Campus Recruiting Specialist at [Company] that I'm very interested in. I know that City Year has some connections with [Company], and I was wondering if you know any City Year alumni at [Company] in [my city]. I searched on LinkedIn and found no results, but I wanted to check in with you just in case!

Thanks so much for your time and for always being willing to help.

All the best,

Actual email example from a recent graduate to a staff member.

What do you like about this email?

What would you have changed if anything?