

## Outline for networking e-mail to set up a meeting

**TITLE OF E-MAIL:**

Dan Smith - Referral from Jim Johnson

**TIPS:**

Include your name (e.g. Dan Smith) in the title, even in follow-up e-mails. People will remember your name, not your e-mail address

***Always include the name of your referral - This is why they will open the e-mail.***

**BODY OF E-MAIL:**

Dear \_\_\_\_\_,

I am pursuing a CFO role in a consumer products company and Jim recommended you as a networking contact.

I would like to find time to have coffee or a call, to get to know each other's background and to share my targeted role.

Let's begin with your calendar, if you could please provide some possible times to meet. I can be reached by e-mail or at 612-000-0000.

Look forward to meeting you.

Dan

Dan Smith  
4500 CFO Street  
Anytown, DE 44444  
612-000-0000  
[smith.dan@provider.com](mailto:smith.dan@provider.com)  
[www.linkedin/in/dansmith](http://www.linkedin/in/dansmith)

**TIP: Keep it short & focused**

Why are you contacting them and who sent you

What are you asking of them

What is the next step

Always include your contact information

Adding the link to your LinkedIn Profile or personal website is a great way for people to see your background when attaching a resume may not be appropriate.

**OTHER NOTES:**

- 1) If you have additional connections (e.g. same college, other colleagues in common, etc.) best to include in the first paragraph - to give them more reason to read on.
- 2) Majority of e-mails now read on a smartphone - so keep it short - you need to capture their attention on the first screen. Always good to send yourself a test e-mail - just to see how it looks
- 3) If you need to add more information, do it below your signature, and reference the extra information in the body of the e-mail. Allows you to keep the main e-mail short and gives the reader the option to read on if they wish.
- 4) Marketing plans and resumes are optional on the first contact - its generally the strength of your referral that will get you the meeting.
- 5) Regardless if you included it in your initial e-mail, send your marketing plan and resume the day before your meeting - especially if you had to book out a couple of weeks.
- 6) When you send a follow-up e-mail, include a short paragraph under your signature that summarizes your targeted role.