

EMAIL BEST PRACTICES

DO'S:

Write in email paragraph format appropriately.

Check your spelling and grammar.

Be specific about WHY you want to speak with them and what particularly about them interests you.

Give them 2-3 time frames that work for you to eliminate going back and forth.

When asking for someone's time, you should be taking the initiative.

When they provide you with a time, let them know that you will call them and if you can, send them a calendar invite so you don't forget!

Let the person that connected you know that you followed up.

DON'TS:

Use an inappropriate email address. Create a professional one if you do not have one.

Use any funky fonts. Stick to default ones such as Ariel, Times New Roman, Sans Serif.

Expect the other person to connect with you. Follow up!

Over follow up with a contact if you have not heard back from them. Allow at least (5) business days to pass before sending them another note.

EMAIL TEMPLATES FOR CONSIDERATION:

RESPONDING WHEN BEING CONTACTED BY SOMEONE ELSE:

Hi Mary and Ashley,

Ashley, thank you for making the connection.

Mary, thank you for the time. I'm very interested in learning more about (working in *insert industry/job role/company*, opportunities in the ABC area, etc). I'd like to set up a time to (meet with you, discuss with you, grab coffee, call you, etc). Would (insert 3 specific windows of time ex: Monday after 2pm, Tuesday before 10am or Wednesday 10am-2pm) work for you? If not, please let me know when you are available and we can find a time that works best.

I appreciate your time and willingness to speak with me.

Thank you,
Name
Contact
Phone
LinkedIn

POST CUP OF COFFEE THANK YOU:

Subject Line: Thank You

Hi _____,

Thank you again, I appreciate you taking the time out of your day to speak with me further regarding your knowledge and experience in _____. What I took away from our conversation is _____. Please let me know if there is anything I can ever help you with as well.

Thank you again,

Name

Contact

Phone

LinkedIn

POST CUP OF COFFEE THANK YOU + ASKING FOR CONNECTIONS:

Subject Line: Thank You

Hi _____,

Thank you again, I appreciate you taking the time out of your day to speak with me further regarding your knowledge and experience in _____. What I took away from our conversation is _____. Please let me know if there is anything I can ever help you with as well.

Based on our conversation today, do you know anyone else in your network that would make sense for me to reach out for a cup of coffee? I'd love to continue networking in (insert industry, job role, company, location, etc).

Thank you again,

Name

Contact

Phone

LinkedIn

FRIENDLY REMINDER:

FIRST IMPRESSIONS ARE IMPORTANT, EVEN IF IT'S AN EMAIL.

Double check your message for any errors (especially names if you are cutting and pasting) and that your tone is professional but polite. You cannot UNSEND an email.