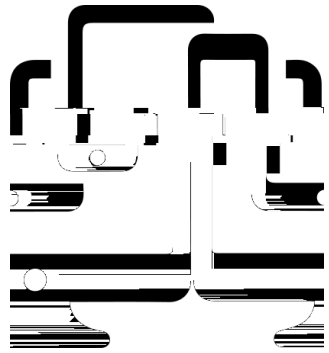


# Importance of writing in networking and informational interviews

# 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



# 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,

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

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



# 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!

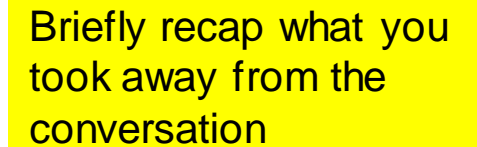
It really shows how dedicated you are to AmeriCorps members and building connections. I greatly appreciated your advice on describing my role as an SEL coordinator. I also enjoyed hearing about your path at City Year.

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!

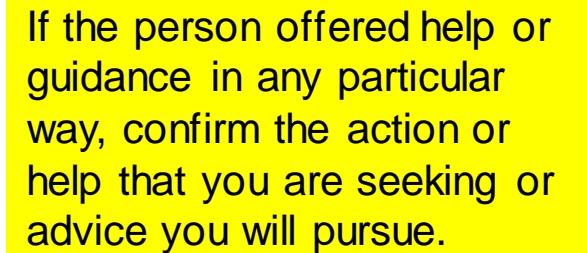
At your suggestion, I will also contact [my site's development manager] and see what advice she has for me about connecting with team sponsors.

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]