

# Networking Tips & Tricks

## In-Person & Virtual Networking Tips:

- Make an Effective Introduction
  - Make eye contact, smile and state your first and last name.
  - Give them a firm but brief handshake.
  - Listen for the other person's name and use their name when conversing with them – helps you to appear interested and sincere about the conversation.
- Show Sincerity and Interest
  - Ask the other person about their background and work – shows interest in more than just your own job opportunities.
  - Ask questions like:
    - How do you like working for your company?
    - What's your primary role at your company?
    - What projects are you working on right now?
    - What is the company culture like?
    - What does a typical day look like for you?
- Get to the Point
  - When it is your turn to share what you do, state it in just 2-3 sentences:
    - Short overview of your background, studies, career goals, and relevant skills
    - Example of an elevator pitch:
      - *"I'm Alex and I just graduated from UAGC with a bachelor's degree in marketing! I've worked as a freelance writer for lifestyle publications like Bustle for the past two years, and now I'm looking to grow as a full-time reporter in the entertainment, travel, or breaking news space. I'm proficient in Photoshop, certified in Google Analytics, and have experience managing social media channels for small businesses."*
- Follow Up After the Event
  - Personalize each follow-up email letting them know you enjoyed meeting them and mentioning something you talked about
  - Quick tip: Connect with them on LinkedIn by sending a LinkedIn invitation.
    - Example of a follow-up email:  
*Hello Mr. Minnick,*

*Thanks again for the opportunity to meet you at the University of Arizona Global Campus Career Fair on May 20th. I also appreciate getting to know a marine.*

*It was great learning about your vision for the future of web development, and I believe my experience studying and coding HTML5 with modern web design standards would make me a great fit for DataWorks.*

*I would love to connect regarding a potential career with DataWorks and look forward to hearing from you in the future. Thanks again for your time!*

*Best,  
Megan Childers*

## LinkedIn Networking Tips:

- There are few items to keep in mind when you are creating a message for LinkedIn:
  - You are only allowed 300 characters in the connect message field, so be concise.
  - Express your reason to connect.
  - Share what you have in common.
  - Mention a mutual acquaintance.
  - Don't ask for a job on first contact!
- Example of LinkedIn Messages:
  - *Hi Jan,*

*I see that you graduated from my current university, the University of Arizona Global Campus. I'm a business major and would be excited to hear more about your work with PWC. I'd love to learn more about what skills you believe are most relevant to the profession. Would you have 20 mins to chat?*

*Thanks,  
Dan*

- o *Dear Ray,*

*We've never met but your profile came up when I was looking for people who are doing Finance in Dallas. Given you've been working in the field for over 10 years, I was hoping we could connect. As I near graduation, I'd love to learn from you! Would you have 20 mins to chat?*

*Thanks,  
Ashley*

### Email Networking Tips:

- Email is often the best, most efficient method for making contact for informational interviews. Following these tips will help you write emails that get responses. These can also be adapted for phone calls.
- There are few items to keep in mind when you are creating a message to send via email:
  - o Before you send the email, think about how the contact can help you. Do research on the LinkedIn profile to familiarize yourself with their professional online presence.
  - o Be brief. Your email should be around 75 words or around 4 lines.
  - o Tell how you are connected to the person you're contacting.
  - o Request for advice and insight – this is NOT a request for a job.
  - o Make the email about your contact, NOT you. Also, don't attach your resumes/include your elevator pitch.
  - o Keep subject lines brief and to the point. Please see below for examples of effective subject lines:
    - Your experience as Director of Sales at Corsair
    - Your expertise in the Accounting Consulting industry
    - Your product management expertise at Ace Tech
- Example of Networking Email:
  - o *Subject: Your finance experience in the energy sector*

*Dear Janet,*

*My name is Kyle Sanders and I am a UAGC student, majoring in finance and found your information on the LinkedIn alumni page. I'm trying to learn more about finance careers in the energy industry, specifically in the Dallas area, and your insights would be very helpful. May I have 20 minutes to speak with you about your experience and advice sometime in the next two weeks?*

*Thank you in advance for your help.*

*Kyle*

- After the Email:
  - o Your contact may be tied up in a project or busy season, so may not be able to respond right away. It's appropriate to send a follow-up email (or message through LinkedIn) about a week after the original email was sent. If your follow-up email doesn't get a response, you may follow-up with a phone call after another week or move on to another contact. The average response rate to this kind of email is about 30%, so don't take it personally if you don't get a response, just move on.