



Rebecca

People Advisory Services Recruiter

How to write an effective networking email for LinkedIn

1. Do make it personal to the person and company you are interested in learning about
2. Do mention and be specific on why you are reaching out
3. Do mention if you have connections in common via LinkedIn
4. Do make it short and sweet
5. Try to find some common ground with the person you are reaching out to, and tailor the message in such a way for them to think "what's in it for them" i.e.
6. Mention that you would like to see if they are open to having a coffee catch-up/ video call to discuss the latest trends in x industry, best practices in the workplace, specific intel they can share that would be beneficial for both parties etc.
7. Do ask for a short 10-minute networking call
8. Do ask if they have any other connections they can connect you with for additional information
9. Don't ask for a job in the networking email or a follow up phone call
10. Don't expect a response
11. Don't reach out to only one person. Be mindful of not spamming multiple people in the same department of an organization
12. Don't send the exact same message to each person (make it personal to them!)

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