

## Networking Strategies



It's important to have a strategy when networking. Research companies of your interest. The information below can be used in cover letters, cold emails, cold calling or during job fairs when approaching recruiters.

### **Contact Name/Company Name/Website:**

### **Interest (why are you interested in this person/company?):**

*What do you like about them? Could be projects, goals, culture, rep, clients, etc. Great for cover letter!*

### **Position/Jobs/Deadline (open positions of interests):**

*Include full job description. Highlight key words that resonate with you. Include application deadlines.*

### **Approach (how do you intend to follow advice up with them?):**

*How: email, LinkedIn, in person, etc. Why: informational interview, website feedback*

### **Date (when and how did you contact them?):**

*Historical record of contact. Supports follow up with a reasonable time frame (wait 2 weeks)*