

Sample Networking Letter: Does NOT include resume

123 Rochester Lane
Medford, MA 02155
November 6, 2004

Ms. Heather Preston
Senior Account Executive
Prospero Public Relations
12345 West Bernardo Drive
San Diego, CA 92717

Dear Ms. Preston:

After reading about Prospero's aggressive and successful publicity campaigns in the October 14 edition of *Boston Business Journal*, I began researching your firm as part of my own campaign to explore careers in communication. Knowing my interest in Prospero, Dr. Vernon Cluff, my Communications professor, gave me your name as one of his former students.

Would you be willing to speak with me about your work at Prospero and your own career path?

I see corporate communications as an area where I can offer an employer organizational, interpersonal, and writing skills. For example, while working last year in Tufts Alumni Relations office, I was in charge of promoting the Fall Alumni Reunion Bash. I designed and implemented an innovative mail campaign that targeted more than 19,000 letters to seven different audiences. Attendance increased 36 percent over the previous four years.

Based on my experience with audience analysis and communication, I would like to learn more about careers where I can use these skills. I welcome your advice. I'll call you within the next week to see if you might be able to meet with me at your convenience. In the meantime, if you'd like to reach me, my contact information is (617) 755-9887 and ray.johnson@tufts.edu.

Thanks for considering a request from a member of the Tufts Class of 2005.

Sincerely,

Ray Johnson (signature)

Ray Johnson

Enclosure

Sample Email Messages

Email #1: Contact from Tufts Career Network – email requesting informational meeting or telephone call

Subject Line: *Career question from Tufts alum*

Dear Susan:

Thank you for your willingness to share your experiences through the Tufts Career Network. I am writing to you because I am very interested in learning more about First Book and your role there as Development Manager.

I have been teaching first grade in a Lincoln, Massachusetts public school since I graduated in 2006, and I am actively researching non-profits with education and child development missions. I'm considering this career change because I really enjoyed the fund-raising and event planning work I was involved in as an undergraduate, and would like to explore how these skills are used in non-profits like First Book.

I am frequently in Boston and wondered if it might be possible to meet with you, at your convenience, for a brief discussion. I'd welcome the opportunity to hear more about your non-profit career experiences and hear your perspective and advice as I consider my career transition. Thank you for considering my request.

Sincerely,

June Wong
617.333.5555

Email #2: Personal referral requesting a face-to-face meeting

Subject line: *Referral from Prof. Dawn Anderson @ Tufts*

Prof. Dawn Anderson, my communications advisor at Tufts, suggested I contact you in connection with my interest in exploring life in an agency environment. In response to my interest in boutique firms – where I can wear 'many hats' – Prof. Anderson recommended that I speak to you to get some first-hand advice.

I'm in Boston on a regular basis and wonder if it might be possible to meet with you for a brief discussion. I've been visiting your website to learn more about N&A's clients and its approach to PR. In doing so, I have noted your telephone number and I'll call you in a few days to follow-up on this email.

Hearing about your career choices and your agency experience would certainly help clarify my goals for the coming year. Thank you for considering my request.

Sincerely,
Caitlin Schnicker
617.222.4444

Email #3: Personal referral – a letter requesting an informational meeting

Haley N. Door
500 Commonwealth Avenue
Boston, MA 00202

Lilly Ghose
Senior Vice President
Director of Client Service & MIS
AB&C Inc.
One Beacon St.
Boston, MA 00000

Dear Ms. Ghose,

Aric Chen, a longtime friend of my family's, has encouraged me to contact you as a resource for information about careers in private asset management. I'm an '04 graduate of Tufts University with dual majors in Economics and International Relations, internship experience with Capital Advisors Group, and exposure to marketing in my current role at Finfocus, Inc.

I would appreciate an opportunity to speak with you at your convenience to get some ideas on how to best prepare and market myself for an entry-level position in investment management.

With your responsibilities in Client Service and MIS, you offer a broad view that would help me to better understand relationship management as well as the technical underpinnings of the investment process. I'm particularly interested in AB&C's client mix of families, small businesses, and non-profits.

Knowing that your schedule does not allow much flexibility, I can accommodate whatever time you might have for a discussion. I welcome the possibility of hearing your thoughts from a 25-year business perspective, especially in these unpredictable economic times.

Thank you for considering my request. If you would like to follow up with me, you can reach me at 617.909.5319 or haleydoor@yahoo.com.

Sincerely,

Haley Door