

Sample Networking Email

Set-Up: The contact, Ms. Jones, visited campus to speak to students. Sloane spoke briefly with the contact after Ms. Jones gave her a business card.

Dear Ms. Jones:

I just wanted to drop you a note and tell you again how much I enjoyed your lecture last week at Syracuse University. I spoke with you after the lecture about how you choose the various subject matter discussed on “PrimeTime Live.” For a second-semester senior interested in television news, it is encouraging to see the honesty and care put into each production of a “PrimeTime Live” segment.

Following graduation in May, I am hoping to get involved in television news and current events. I was wondering if you might have a few minutes to speak with me about ideas or advice about where to start in the news production field. I understand that you are extremely busy and you might not have much time, but I would greatly appreciate any feedback you can provide. I will give the number listed on your business card a call this week to see if we can set up a time.

Sincerely,

Sloane Black

What makes this email effective:

- The email-writer immediately reminds Ms. Jones of their prior interaction, establishing their connection.
- The writer thoughtfully reflects on their interaction and also uses the opener as an opportunity to note a little bit of her background (after reading the first, short paragraph, Ms. Jones understands that Felicia will be graduating).
- Felicia gets right to the point in the second paragraph: She mentions what she is looking for from Ms. Jones.
- The only things Felicia asks for are advice and a few minutes of Ms. Jones’ time.
- Felicia clearly establishes that she will be the one following up, and she shows respect by acknowledging the contact’s busy schedule.

