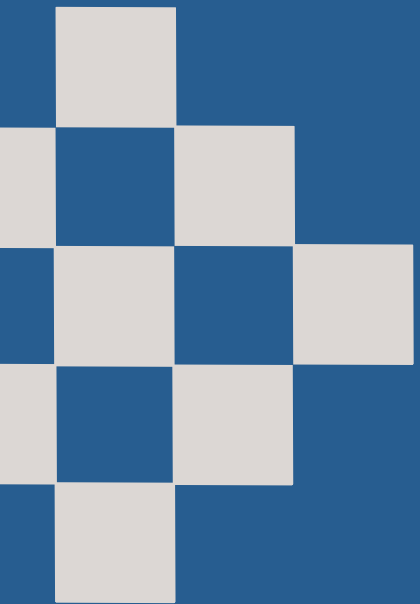
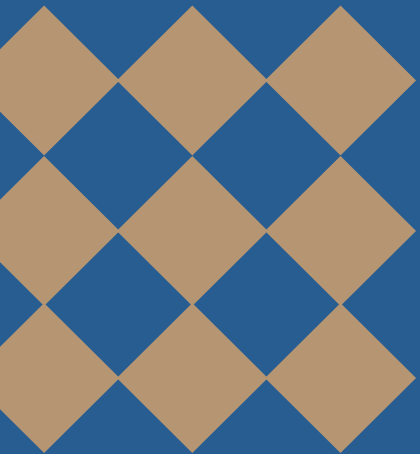


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Networking Messages to Warm and Cold Connections

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Introduction

In the dynamic world of business, networking is a vital skill. The key to networking success lies in understanding the different approaches required when dealing with warm and cold connections.

Warm connections are those with whom you've already formed a relationship. This can be a former colleague, a classmate, or a friend with whom you share a common foundation that can be leveraged to cultivate professional relationships. To network effectively with these warm connections, remember to nourish the relationship over time. Regular check-ins, sharing insightful articles, or simply grabbing a coffee can reinvigorate these connections, keeping doors open for future opportunities.

Conversely, cold connections are people you have yet to meet. Engaging with cold contacts may seem daunting, but remember that today's cold connection can be tomorrow's warm one. Start by doing your homework: understanding their field, their interests, and their challenges can create meaningful touchpoints. Reach out with a personalized note that shows genuine interest in their work and proposes a mutual benefit. Attend networking events or webinars where they'll be present and muster the courage to introduce yourself. Remember, everyone appreciates a compliment on their work or insight.

Whether it's warm or cold connections, the essence of networking lies in genuine relationships. By adding value and showing sincere interest, you can turn cold connections warm and keep warm connections simmering, thereby building a robust professional network that fuels your career.

To target companies effectively, use LinkedIn Messaging or other social platforms to connect with warm or cold contacts. Go to the company's LinkedIn Page, and click on the page. Go to people and you can begin connecting to people of interest.

Reach out to warm connections first and if there are none, search for relevant recruiters, peers, or potential VPs of the function you are targeting to convert into warm connections.

Keep LinkedIn messages concise, limited to 300 characters for connection messages and up to 2,000 characters for the message body. InMail subject lines can be up to 200 characters.

REACHING OUT TO A WARM CONNECTION

Reaching out to a Warm Connection — You have not spoken in over a year.

Imagine reaching out to someone at a company of interest who you have not had a conversation with in over a year. Write them a LinkedIn Message in no more than four sentences asking to reconnect and have a virtual coffee to discuss their career journey at the company. State that you are beginning to transition into a new role and are interested in learning a bit about your experience and the company in more detail.

Message example:

Hello, [insert name],

I hope this message finds you well. It's been over a year since we last connected, and I must admit, I miss our conversations. I am beginning a job search, and your company is on my target list of firms to consider for a new opportunity.

I would be grateful if we could catch up over a virtual coffee or in-person meeting sometime soon. I'm interested in having a career conversation to hear about your experiences and journey within the company, as your insights could provide invaluable guidance for my transition.

I am looking forward to reconnecting and learning from your expertise.

Best regards

[Your Name]

A shorter version of the same message:

Hello, [insert name],

It's been a while since we last spoke, and I hope all is well. I plan to transition into a new role over the next six months. I'd love to reconnect and have a conversation, focusing on your career journey at [Company Name]. A virtual coffee chat or an in-person meetup would be fantastic to gain valuable insights into the company.

I am looking forward to catching up.

Best regards

[Your Name]

REACHING OUT TO A WARM CONNECTION Continued

Reaching out to a Warm Connection — Asking for a Referral to the Company

Imagine you are reaching out to a person at a company of interest to tell them you saw an open position that matches your interest. Ask if they have a referral program and would be comfortable submitting your application. Also, ask if there is anyone they would recommend that you connect with.

Message example:

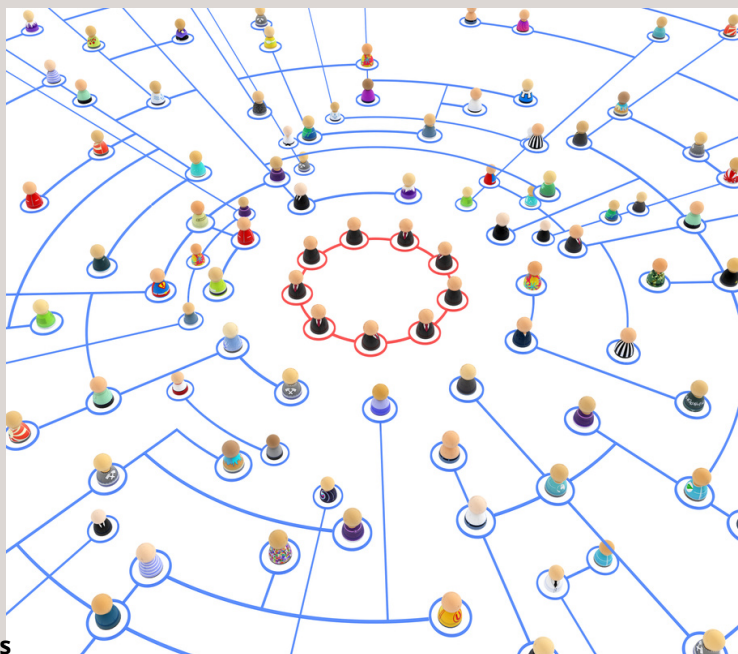
Hello, [insert name],

I hope this message finds you well. Recently, I came across an open position at [Company Name] that aligns perfectly with my interests and skills. I would like to know if the company has a referral program, and if so, would you be comfortable referring me to the company? I hope you receive a bonus for doing so!

Additionally, I value your insights and expertise. I was wondering if you could recommend anyone within the company that I should connect with to learn more about the role and the organization.

Thank you for your time and support!

Best regards,
[Your Name]



REACHING OUT TO A COLD CONNECTION

Reaching out to a Cold Connection — A Peer at a Target Company

Imagine you are reaching out to a cold connection who would be a peer at a company of interest to ask if they would have a 20-minute virtual coffee with you. You would like to have a career conversation with them to learn more about their career journey and success at the company.

Message example:

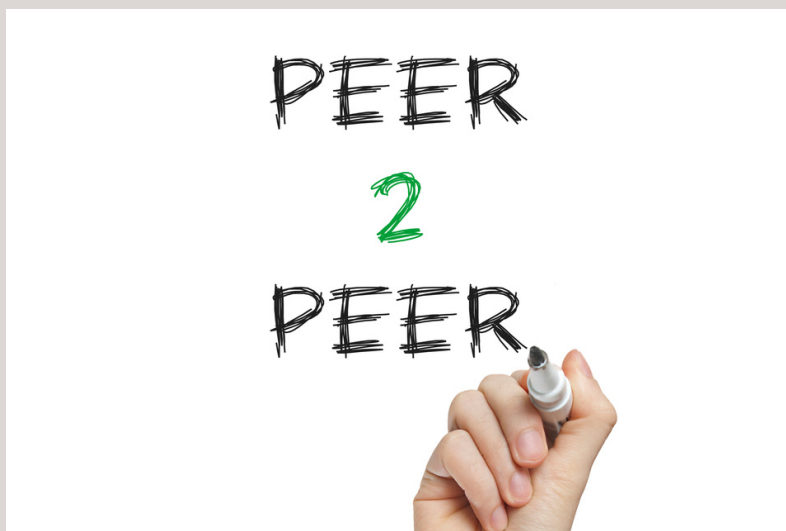
Hi, [Name],

I hope this message finds you well. I came across your profile and was impressed by your work experience at [Company Name]. I'm very interested in the company and would enjoy having a 20-minute virtual coffee chat with you to learn more about your career journey and success at [Company Name].

Would you be available for a short chat sometime soon? Your insights would be invaluable to me.

Thank you in advance!

Best regards,
[Your Name]



REACHING OUT TO A COLD CONNECTION Continued

Reaching out to a Cold Connection — Connecting to a Recruiter at a Target Company

Imagine you have a target company you want to work for and want to request a LinkedIn connection and a conversation with a recruiter you don't know. Tell them their company is on your target list of ideal workplace places and you would appreciate a connection. Tell the recruiter that you are [insert your job title] and are looking for a new career challenge as an [insert the name of the role]. Attach your resume in a PDF format.

Message example:

Subject: Requesting Connection | Your name | [Your Job Title]

Hi [Recruiter's First name],

I hope this message finds you well. I'm impressed with [Insert the name of the company], and it is on my target list of ideal places to work. My name is [insert name], and I'm excited about exploring opportunities relevant to my background.

As [insert your job title or brand], I've [insert an impactful accomplishment, with quantifiable, and try to tie it into the company. And/or insert a bit about you.] See how this would work, below:

"As [insert your job title or brand], I've increased profitability 200%, catapulting business units from break-even to highest profit margin service and grew business units 20% during a time when other healthcare vendors were seeing a decline." OR "I am a co-founder of a consortium that trains and certifies coaches/writers while boosting businesses with best practices. My experience in career development, training, and workshop facilitation would allow me to contribute to your company's mission."

Let's connect and discuss any positions that align with my background. Would you be open to discussing this further? Let's set up a time that works for you.

Best regards,
[Your Name]

REACHING OUT TO A COLD CONNECTION Continued

Reaching out to a Cold Connection — Connecting to a VP at a Target Company

Imagine you have applied for a job at a targeted company you want to work for, and you wish to request a conversation with the VP of a function of interest. Tell them you just applied for [insert role] and would like to discuss the opportunity with them or a staff member this week or next. Explain that the company has been on your short list of ideal workplace places, and you believe you are a perfect fit for the role. Attach your resume in PDF format.

Message example:

Subject: Request for Conversation | Applied for [Role Name] | Highly Interested in [Company Name]

Dear [VP's First name],

I hope this message finds you well. I recently applied for the [Role Name] position at your company. which looks like a challenge where I can quickly add value to your team.

I am eager to discuss this opportunity with you or a member of your staff over the next week or two. I have attached my resume for your reference.

Thank you for considering my request, and I look forward to speaking with you soon.

Best regards,
[Your name]



This informative document is presented by The Career Experts Group which is a select group of Master Career Practitioners and Personal Branding Strategists. We share one mission: to guide and support individuals at all stages of their career journeys, from new college graduates to C-Suite executives.

Our clients include neurodiverse workers, professionals of color, older workers, early-career professionals, career changers, and those returning to the workforce. Our own professional backgrounds are just as diverse: high-tech, education, counseling, marketing, human resources, recruiting, and entrepreneurship, to name a few.

Each member of the Career Experts Group is passionate about helping you get to work on your career. We've got you covered, no matter where you are in your career journey.

For a wealth of career-focused information, insights, and inspiration, visit the Career Experts Group website.

Check out our monthly "Your Career>Your Future" newsletter. Subscribe to get the latest information on hot career topics and trends in your email every month.

Do you have questions about career industry news and trends, job-finding strategies, career exploration, building your brand, or any other career-related areas? Just Ask the Experts!

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LET'S GET TO WORK ON YOUR CAREER!