



How to Write Networking Emails...

that'll get you a
"yes!"

Wharton Club of the National Capital Region
Career Mentor Initiative

April 14, 2021

Keep it Short

Keep it short: Regardless of what type of email you're sending, brevity is key.

Or structure it; use the rule of three. Readers should not have to spend more than 10 seconds identifying what the email is about.

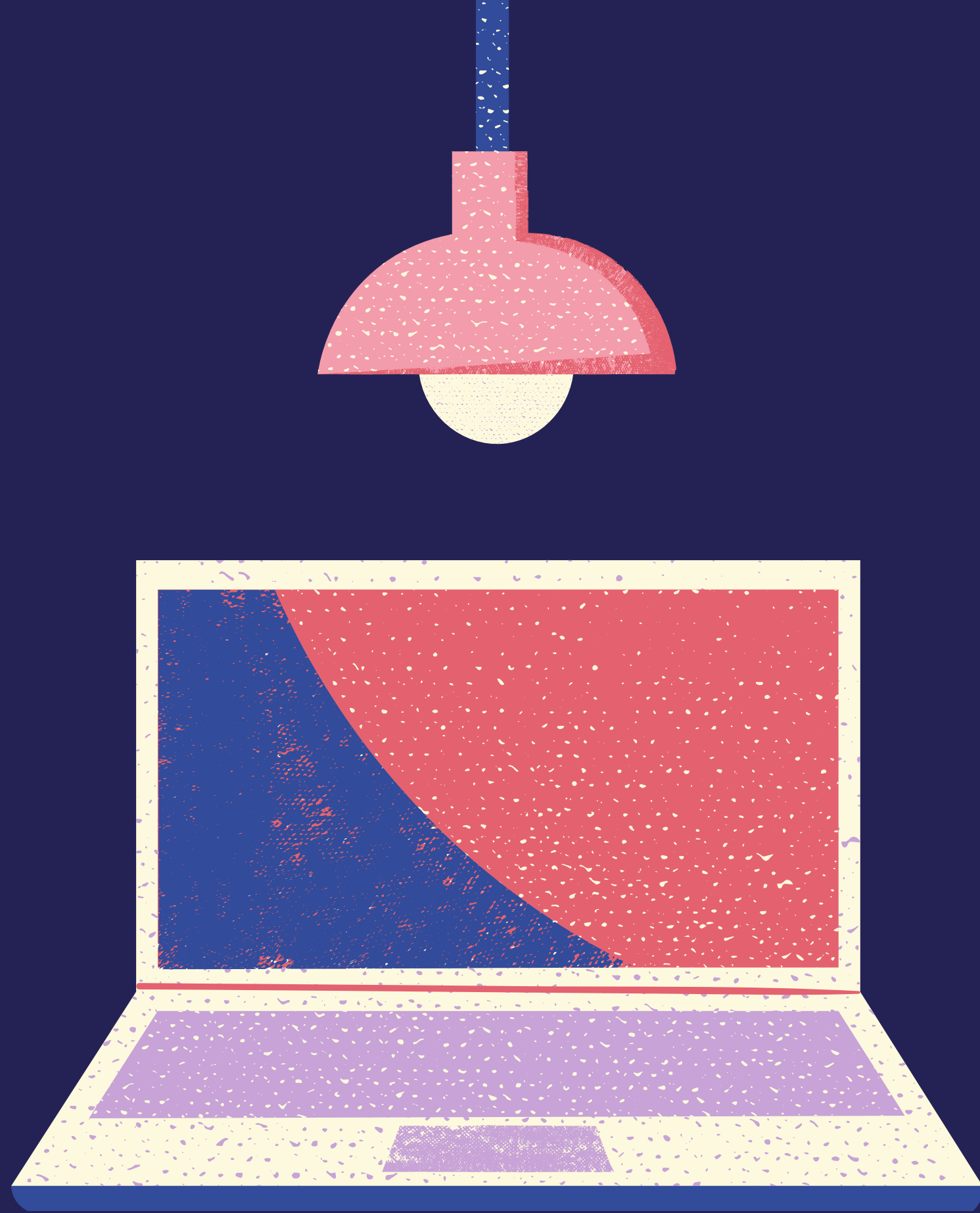
Make it Personal

Customize it: mention something highly specific in your email that the person said or demonstrated during your conversation with them.

Even if you're sending similar emails to other people you met at a networking event, make sure each note is tailored in some way—by including something memorable you talked about.

The "Ask" must be clear.

Make it crystal clear to your recipient what the purpose of your networking email is, especially if there is an ask in the email. There is no need to beat around the bush. Is it to request a coffee chat? Say so. Is it to connect two people? Spell it out.



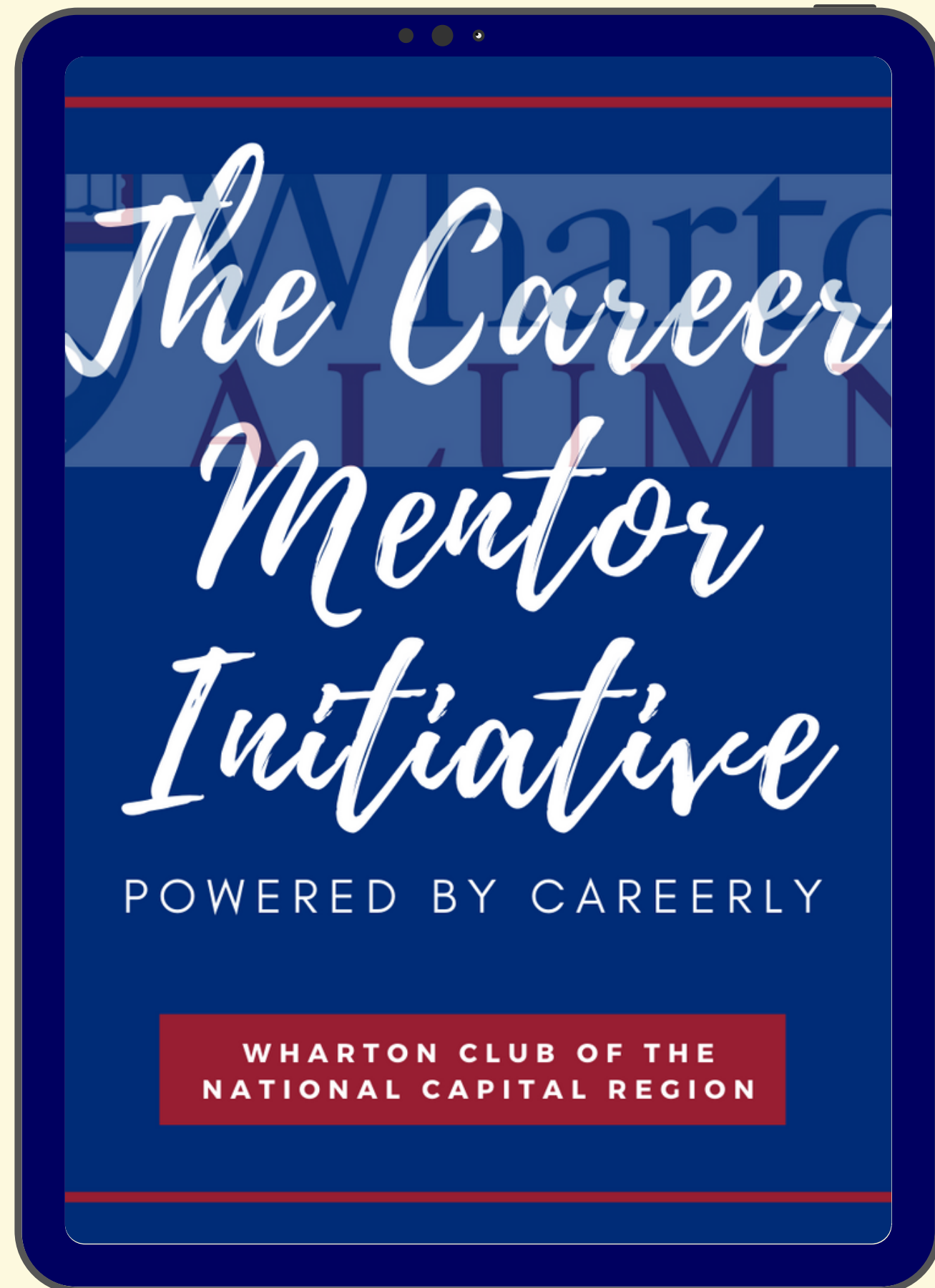
Switch to Download Document

<https://www.careerlynetworks.com/product-page/how-to-write-networking-emails-18-examples>

Make it Easy For The Person

If proposing a call, let them know that you're happy to work around their schedule, but give some specific dates and timeframes to spare the person from having to come up with arbitrary dates and times.





Any Questions?

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