



HOW TO WRITE EMAILS TO A PROFESSIONAL CONTACT

After identifying professional connections, use the 5-point email method to contact them. The 5-point email is shorter, relatively generic, and more efficient than other outreach emails, targeting those contacts who are most likely to provide you with real help in the job/internship search.

The goal of the 5-point email is to appeal to Boosters – those people who genuinely want to help you, and may become an advocate for you. Here are 5 points followed by an example:

1. Fewer than 100 words
The purpose of these emails is to maximize appeal to Boosters as efficiently as possible. In addition, shorter emails reduce the chances of making grammatical/spelling mistakes and the likelihood that you alienate anyone through your tone, word choice, or word count.
2. No mention of jobs/internships anywhere (subject or body)
Everyone knows that your reason for contacting them is to find a job/internship. Therefore, mentioning it is unnecessary. In addition, one of the quickest way to alienate a new contact is to ask for help before they get to know you.
3. Connection goes first
Give the contact a reason to care quickly so they will actually pay attention. Identifying your connection early in your email maximizes the likelihood they will read your message.
4. Generalize your interest
By generalizing your interest to include a family of employers or an industry, you assure the contact of your sincere and logical interest. In addition, it encourages Boosters to contact you even if their company isn't hiring.
5. Explain how you will follow up
This shows deference to their schedules and that you appreciate their time. Second, it shows your commitment to making the connection happen. Third, this adds a bit of urgency about responding to you. Fourth, and most importantly, maintaining control of the follow-up allows you to initiate and track outreach with little to no decision anxiety.



EXAMPLE:

Subject: JHU senior seeking your advice

Mr. Jones,

My name is Brooke Franklin, and I am a senior Johns Hopkins who found your information in the Johns Hopkins alumni database GoHopOnline. May I have 20 minutes to learn about your experience with IBM? I want to learn more about marketing careers at technology companies on the West Coast, and your insights would be very helpful.

I recognize this may be a busy time for you. If we are unable to connect by email, I will reach out to you next week to see whether that is more convenient.

Thank you for your time,

Brooke Franklin

For more information on the 5-point email, refer to *The 2-Hour Job Search* by Steve Dalton. This document was informed by, and used, materials from that book.