Six Steps To Connecting With Professionals In The Job Search

1. **Have a Clear Goal**
   - Be able to articulate what you hope to LEARN from this particular individual in one or two sentences.
     - Acquire new information
     - Build new relationships
     - Eliminate a certain position from your possibilities list
   - Use those goals as the basis of your initial contact, and focus of the interview itself.

2. **Perfect Your Focus**
   - Know who you are, what you want, and what you have to offer.
   - Practice explaining it with precision.

3. **Send An Introductory Note**
   - Brief, clear, & easy-to-read.
   - Lays the foundation for a future call.
   - Your letter/email should tell the person:
     - Who you are (including any “common ground”)
     - Where you got their name
     - What you want
       - Ask for just 15 minutes of their time
     - How they can best reach you, or when you will call
       - 3-7 days later
     - Thank you

4. **Call & Discuss**
   - Use a landline whenever possible.
   - Make sure you are prepared to deal with additional issues like:
     - The person who answers the phone
     - Explaining your request
     - Leaving a message
     - What to say to someone who is busy or brusque
   - Prepare scenarios/talking points in advance.
   - Be concise, both introducing yourself and stating your request.

5. **Purposefully Execute**
   - Do your homework on the person & industry.
   - Keep the conversation focused on the interviewees’ professional experiences and career field.
   - Be respectful of their time.
   - Ask “The Closer.”
     - “Is there anyone else with whom I ought to be speaking?”

6. **Follow Up & Follow Through**
   - Send thank you notes.
   - Track and analyze.
   - Figure out how to stay in touch.