

Deliberate LinkedIn Networking

	INTERVIEW CONTACT #1 (Young Alumnus/ Advanced student)	INTERVIEW CONTACT #2	INTERVIEW CONTACT #3
<b>Step 1</b>  <i>Pick 3 professionals &amp; identify suitability based on 6 criteria</i>	Name:	Name:	Name:
	Title & Position:	Title & Position:	Title & Position:
	Industry:	Industry:	Industry:
	Isenberg Class of:	Isenberg Class of:	Isenberg Class of:
	Relevant Skills: 1. 2.	Relevant Skills: 1. 2.	Relevant Skills: 1. 2.
	Notable Endorsement Comments:	Notable Endorsement Comments:	Notable Endorsements:
<b>Step 2</b>  <i>List contact's employer, years employed, and significant promotions &amp; achievements</i>	Mutual Contacts: 1. 2.	Mutual Contacts: 1. 2.	Mutual Contacts: 1. 2.
	Employment Progression	Employment Progression	Employment Progression
	1 <sup>st</sup> Employer: Years Employed: Promotions & Achievements:	1 <sup>st</sup> Employer: Years Employed: Promotions & Achievements:	1 <sup>st</sup> Employer: Years Employed: Promotions & Achievements:
	2 <sup>nd</sup> Employer: Years Employed: Promotions & Achievements:	2 <sup>nd</sup> Employer: Years Employed: Promotions & Achievements:	2 <sup>nd</sup> Employer: Years Employed: Promotions & Achievements:
	3 <sup>rd</sup> Employer: Years Employed: Promotions & Achievements:	3 <sup>rd</sup> Employer: Years Employed: Promotions & Achievements:	3 <sup>rd</sup> Employer: Years Employed: Promotions & Achievements:



## Deliberate LinkedIn Networking

### Assemble Contact Profile Consider Your Pitch

Based on the information you've gathered above, why do you believe an informational interview with this contact will be fruitful?

- Rationale:

At the end of your interview, what new knowledge and insights will you have gathered about this career path, industry, and company?

- Insights:

What is the best way for you to contact this professional? Email? LinkedIn Messaging? Phone?

- Contact method:

What does the contact need to know about you to quickly figure out your purpose for requesting an informational interview?

- Your background related to purpose:



## Deliberate LinkedIn Networking

## Draft Your Message

Directions: Draft what you'll state in your LinkedIn Message/Email in order to grab the contacts attention and demonstrate your sincere interest in their career and notable achievements. Consider your answers from Part 2 to help you write your pitch. After writing your pitch statement, distill the salient points into bullets.

Statement	Bullets
Dear _____:	
Sincerely, _____	



## Deliberate LinkedIn Networking

### Reflect on Feedback

Directions: Read your partners "Draft Message" and respond to the following questions to provide feedback. Identify specific language, phrasing, and sentence structure in your answers.

1. How does the message capture the LinkedIn contact's attention? What is effective? What would you change?
2. Why would the LinkedIn contact choose to respond to this particular LinkedIn connection message or email? Is there a more attention-grabbing idea you can suggest to help this message land?
3. How does the draft message and/or the bullets effectively convey the student's purpose for connecting with the LinkedIn network contact? What would you change, revise or add to the message to improve it?