

5-Point Networking Email

Steve Dalton, the author of *The 2-Hour Job Search* believes the perfect networking email is a "5-Point E-mail". The five points are as follows:

1. 100 words or less
2. No mention of jobs (in subject or body)
3. Connection goes first (e.g., ND connection)
4. Generalize your interest
5. Maintain control of the follow up

Here's an example of what a 5-Point email would look like:

Subject: Notre Dame MBA Student Seeking Your Advice

Dear Mr. Jones,

My name is Brooke Franklin, and I'm a first-year Notre Dame MBA student who found your information in the ND alumni database. May I have 15 minutes of your time to ask you about your experience with IBM? I'm trying to learn more about marketing careers at technology companies and your insights would be very helpful.

I realize this may be a busy time for you, so if we're unable to connect this week, I'll try again next week to see whether that is more convenient.

Thank you for your time,
Brooke

The most important part of this email may be the follow-up; an email like this allows you to reach out again in a week if you haven't heard back without feeling like you're bothering the person at the other end. If you don't hear anything after the second attempt, you can probably cross him/her off your list and move on to the next contact.