



Chapter 3 Resource

Creating Effective Networking Request E-mails

For Best Results:

- Get to the point quickly.
- Acknowledge the value and importance of the recipient.
- Focus primarily on the recipient.
- Ask for one specific thing.
- Make it easy for the recipient to respond quickly.

Using the general format of the following four sample networking request e-mails will increase your response rate.

Sample 1:

A short request, as a result of a referral, to learn about job opportunities in housing law in Boston.

Short subject line creates curiosity.

Subject Line: Lisa Smith

Specific, complimentary, and to the point.

Dear Ms. Northern:

Assistant Dean Lisa Smith, at Harvard Law School, suggested that I contact you and asked me to pass along her regards. Your success in housing rights cases and your tireless efforts to correct the inequities confronting minorities have inspired me to follow in your footsteps.

Short and specific request that provides the recipient a chance to talk about herself.

Toward this end, I am very interested in learning more about your work in South Boston neighborhoods and the career opportunities available locally in housing law.

A flexible request that respects the recipient's busy schedule.

With sensitivity to your time and tight schedule, I would greatly appreciate if you could spare twenty minutes to meet at your office or the Starbucks across the street next Wednesday, Thursday, or Friday at 8:30 a.m. or 5:30 p.m. If none of those work, please provide a convenient time and day and I'll make it work.

Thank you for your time and consideration.

Sincerely,

Alexander Happ

Sample 2:

Cold contact request to learn about large D.C. firm opportunities in antitrust law.

Subject relates to the recipient and is complimentary.

Subject Line: Your insightful panel at yesterday's ABA conference

Dear Ms. Macrol:

References commonality and area of interest.

I am a 2L at your alma mater, Georgetown, who attended with interest your fascinating panel discussing what antitrust enforcement will look like in the current administration.

Demonstrates critical thinking which is more likely to trigger a reply.

In particular, I enjoyed your analysis of transactions that may be in the crosshairs such as AT&T's proposed acquisition of Time Warner, which the President stated that he will block, because he believes "it's too much concentration of power in the hands of too few." That seems like a much different standard than the "substantial lessening of competition" test under the Clayton Act and I would be curious as to your take.

Recipient gets to talk about herself in reply to your specific request.

Your comments also resonated with me about some of the reasons lawyers are attracted to antitrust law such as the element of economic analysis and the need for lawyers to thoroughly understand their client's business. I have a degree in economics and my parents are entrepreneurs.

An accommodating and respectful request to meet.

I am very interested in learning more about your antitrust investigation and merger review work and your take on the antitrust opportunities available at large D.C firms.

With sensitivity to your time and tight schedule, I was wondering if you might have 20 minutes to meet at your office or the Corner Bakery across the street next Wednesday, Thursday, or Friday at 8:30 a.m. or 5:30 p.m. If you are able to meet but none of those slots work, please provide a convenient time and day and I'll make it work.

Thank you for your time and consideration.

Sincerely,

Tami Taylor

Sample 3:

Request, resulting from a referral, to learn about law firm/other summer job opportunities in corporate law.

Short subject line.

Subject Line: Mary Jones

Specific, succinct, and provides a reference point.

Dear Alison Scio:

Mary Jones at George Washington suggested that I contact you given that you are one of the leaders in your field, your willingness to help fellow alumni, and my interest in corporate law.

Demonstrates the writer's knowledge of the recipient and the value placed on her advice.

I admire all that you have accomplished including your latest recognition in the *Daily Journal* as one of the top women lawyers for 2017. And I am already following the good advice you provided to *Chambers Associate* about helpful courses to take and have registered (for the Fall semester) for Securities regulation, business combinations, and corporate income tax. I also appreciated your practical advice of preparing by reading the *Financial Times* and the *Wall Street Journal*. This guidance is especially useful to me as a 1L because I am not sure which aspect of corporate law to focus on.

A specific and reasonable request.

I am very interested in learning about your career path and your mergers and acquisitions and private equity practice. I am also interested in advice you have for law firm or other summer opportunities as I embark on my summer job search.

An accommodating meeting request.

With sensitivity to your time and busy schedule, I would greatly appreciate if you could spare thirty minutes to meet at your office or the Panera across the street next Wednesday, Thursday, or Friday at 8:30 a.m. or 5:30 p.m. If none of those work, please provide a convenient time and day and I'll make it work.

Thank you for your time and consideration.

Best,

Nancy Carp

Sample 4:

Cold contact request to learn about locally available career opportunities in environmental law.

Thoughtful Subject line.

Subject Line: Your insightful interview with Law360

References common alma mater and focuses on the recipient.

Dear Tim Pokum:

I am a rising 2L at your alma mater, Boston College, who read with interest your recent interview with Law360 in which you said that success in your field requires an interest in environmental law as well as administrative law, constitutional law, and Federal courts and procedures.

Demonstrates knowledge of the recipient and the value the writer finds in his advice.

I admire all that you have accomplished in your environmental litigation practice including your latest recognition in the *Public Utilities Fortnightly* as a “Groundbreaking Lawyer.” And I am already following the advice in your interview as I have registered (for the Fall semester) for administrative law and Federal courts. I also appreciated learning your position that greater clarity is needed in how regulations are written, interpreted, and enforced as regulation has become so extensive and complex. This guidance is especially useful to me as I am considering focusing on regulatory compliance counseling.

A short, specific request.

I am interested in learning more about the work you do and your career path. I am also interested in your advice regarding locally available career opportunities in environmental law.

Flexible meeting request.

With sensitivity to your time and busy schedule, I was wondering if you might have 20 minutes to meet at your office or the Starbucks across the street next Wednesday, Thursday, or Friday at 8:30 a.m. or 5:30 p.m. If you are able to meet but none of those slots work, please provide a convenient time and day and I’ll make it work.

Thank you for your time and consideration.

Best,

Justin Cage