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Outreach Templates

Create brief and effective networking messages to communicate with potential contacts by email, phone or LinkedIn. Customize the outlines below:

<u>Email</u>
Dear Mr. __ or Ms. __,
- The written opening is formal – use "Dear ___," not "Greetings," "Hello," "Hi," or "Hey"

I am a [junior, theatre major] at Brandeis University.
- Share the relevant details about your year in school and what you are studying, add, "in Waltham, MA" if the person is not a Brandeis graduate or might not be familiar with Brandeis.
- You do not need to start the email with your name, since it will appear at the bottom of the message

I am emailing because [you attended my Identity Politics in the United States class and I appreciated your perspective].
- Remember you are not asking for a job - share what sparked your interest in them

When Appropriate
I was referred to you by [Professor Spry at Brandeis] who suggested I get in touch with you.
- If someone has referred you, be sure to have the person's permission to get in touch with the contact and to use their name.

Would you have time in the next few weeks to set up a 30-minute phone call? [I am interested in getting involved in local government and would love to learn more about how you got started].
- Briefly tell the person why you would like to talk to them and if you would prefer to speak in person, on the phone of via video.

I would be happy to share more information about my interests and experience with you. Thank you very much. I look forward to hearing from you.

Sincerely,
[your full name]

<u>LinkedIn</u>
You only have 300 characters to add a note to a LinkedIn request.

Dear Ms. ____, as a junior at Brandeis with an interest in cancer research I am intrigued by your work in drug development. I would appreciate learning about your experience. Would you be willing to have a conversation with me as I consider a career in research science? Your insights and advice would be invaluable. Thank you. Sincerely, Your Name

<u>Phone</u>
You can use the same scripts above when calling or leaving a voice mail message.