Outreach Template

This template can help you to create a brief and effective networking introduction when reaching out to potential networking contacts to request an informational interview. DO NOT copy this outline verbatim. Customize it for your own situations. Practice your verbal introduction or read over your letter/email carefully before you pick up the phone or hit “send.”

Phone call: Hello, Mr. Xxx [or Ms. Xxx], my name is (first and last) _____________.

Email: Dear Mr. _____ or Ms. ______.

[In writing you do not need to start off your first sentence with your name, since your full name will be at the bottom of the letter or email. However, make sure that the written opening is formal and uses “Dear Mr. or Ms. …,” not “Greetings…,” “Hello…,” or other informal phrases.]

I am a ____________ [student, or senior, or theatre major, or any combination to identify yourself] at Brandeis University [in Waltham, MA (only if the person is not a graduate of Brandeis)] and will graduate in ____________.

[If someone you know has referred you, be sure you have that person’s permission to get in touch with the contact.] I was referred to you by _____________ [name of the person who made the referral and relationship to you, for example, a career counselor at the Hiatt Career Center, or my internship supervisor, Ms. Smith, etc.] who suggested I might get in touch with you.

I am [writing or calling] because ______________. [Indicate to the person why you would like to talk to him or her. For example, “I am exploring a career in law and talking with attorneys in different practice areas to determine if this is a good career fit for me.” Or, “I have taken very stimulating business classes, but I am not exactly sure where I fit in the marketing field.” Or, “I am seeking career advice from art administration professionals working in public theater, my area of interest.”]

I would appreciate it if you would meet with me for about 20-30 minutes to _____________. [Suggest what you would like to know (which is related to the reason above). For example, “share with me your perspective on your specialty in the field of law,” or “provide your insights on coursework that might prepare me for entry-level marketing position after graduation,” etc.]

I will be in ____________ [location, e.g. New York City, Denver, etc., during my winter break in mid-February, or the entire summer, or next month, or provide very specific dates if necessary] and will make every attempt to accommodate your schedule if we could talk then. If that is not possible, I am open to other suggestions at your convenience.

Phone, if you are leaving a voice mail message: I can be reached by phone at ____________ or by email at _____________. [Say this slowly and you should spell out your email so that each letter is clear.] I look forward to hearing from you. Thank you very much.

Email: You can reach me at this email address or by phone at _____________. I look forward to hearing from you. Thank you very much.

Sincerely,
Your Full Name