

The Career Boost Toolkit

Everything You Need To Land A Referral At Your Dream Job In 14 Days

Welcome to the Career Boost Toolkit. This guide has everything you need to effectively reach out, build connections and land referrals at your dream company.

Job Referral Checklist

Pre-Reading

If you haven't thoroughly read my guide on [How To Get A Job Anywhere With No Connections](#), I recommend you read that from end to end before continuing.

Week 1

- Define your role down to the title and company – find the specific job description that matches what you're looking for
- Search LinkedIn using the following formula: *Exact Job Title + Company + Location*
- Create a spreadsheet of all potential contacts you could reach out to
- Send tracked emails to each contact and follow up appropriately (using the guide below)
- Set up a meeting with your new contact and identify their largest challenge

Week 2

- Spend the next 48 hours researching your contact's problem
- Brainstorm 2-3 solutions that they could implement immediately – make them as compelling and realistic as possible
- Hire a designer on Upwork to make your solutions look beautiful
- Send the solutions to your contact

Job Referral Resources

Below is a consolidated list every tool & template mentioned in my article [How To Get A Job Anywhere With No Connections](#). If you need help with leveraging them properly, the article explains each in depth. Use the link above to reference any of the use cases.

Contact Sheet

[Click here to access the Contact Sheet](#)

This is a simple spreadsheet you can use to keep track of all potential contacts you come across in your LinkedIn research. It's not fancy but it's extremely effective and you can access it anywhere.

Voila Norbert

[Click here to go to Voila Norbert](#)

This tool will help you find anyone's corporate email address. All you need to do is enter their name and their company's website. Simple as that!

It's also free for the first 50 leads which should be more than enough for our purposes.

Hubspot Email Tracker

[Click here to get the Hubspot Email Tracker](#)

This is my go-to email tracker. It's a chrome extension that is incredibly easy (and free) to use. It tracks every email you send so that you can see:

- When the recipient opened the email
- What device they opened it on
- Where they opened it
- How many times they opened it

This information is incredibly helpful when it comes to gauging interest.

The Rules For Following Up

Let's be clear about one thing – you probably won't get responses from the first emails you send when reaching out cold. However, that does **not** mean that these people are not interested in helping you. It simply means that they are extremely busy. A simple nudge can go a long way to getting the response you want. Here's how to decide whether to follow up with your contact if you don't hear back:

Did They...

Open Your Email Multiple Times, In Multiple Places, Across Devices?

Awesome! This means they're interested. Feel free to send them a follow up.

Only Open Your Email One Time?

It's safe to assume that they aren't interested. Move on to your next contact.

Pro Tip: Don't be afraid to follow up 5+ times. I've followed up as many as 10 times before getting a reply and an offer for help.

Email Templates

Here are both of the email templates you'll need to initially reach out and follow up with your contacts:

Template #1: Initial Reach Out

Subject: Quick Question

Hi [Name],

My name is Austin and I currently work at Cultivated Culture. I was browsing through LinkedIn and came across your information – I hope you don't mind me reaching out of the blue here.

I saw that you have extensive experience in [Company]'s [Vertical] and I'm very interested in learning more about that space. I would love to have the opportunity to run some questions by you, as well as tap into any advice you may have given your knowledge of the industry.

I know your time is extremely valuable so please don't feel to need to respond in depth. If you do have 5 minutes to chat, I would really appreciate it.

Best
Austin

* * *

Template #2: Following Up With Your Proposal

Hi [Name],

Thanks again for taking the time out to chat last week.

I spent a lot of time thinking about what you said regarding [biggest challenge]. In fact, I created a short framework that should help you solve it. Please find that attached.

If you have some time, I would love to chat about it in more detail.

Please let me know if you have any questions, I'm looking forward to hearing your thoughts!

Best,
Austin

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Thank you for reading the guide!

If there is anything else you'd like to see in here, or if you have any questions at all, please feel free to shoot me an email at austin@cultivatedculture.com.

Over the next month, you'll also be receiving:

- The 4 Strategies I Used To Land A 200% Raise
- Better Interview Bootcamp – An Unconventional Guide To Crushing Your Interviews
- A Simple Strategy You Can Use To Separate Yourself From 99% Of Other Applicants
- The #1 Resume Mistake I See (And How To Avoid It)
- Plus a whole LOT more!

Keep an eye on your email for those.

Best,
Austin



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