

## Job Search Communication Tips

Realize that communication has the potential to make or break your chances at being considered for a position or establishing a meaningful connection with a contact. Utilize these job search communication tips and scripts to create customized messages that speak to your purpose and value as a candidate. Fields that are noted as such [NAME], [COMPANY], etc. are examples of where you need to consider customizing a message or providing information to fit the role that you are applying to, the organization or person you are appealing to, as well as why you are reaching out or specific skills or competencies you want to highlight.

Additionally, keep the following in mind as you send out your messages:

- **Keep it short, sweet, and to the point.** No matter if you are following up on a meeting or submitting a resume or application, your email communication should be treated as an introduction or reminder—not a full-on cover letter.
- **Include some intriguing information about yourself.** It is your goal to pique the interest of the person you are writing to. You want to motivate them to open your resume and read it. Don't simply say that you are qualified for a job, give them a few reasons why.
- **Tailor your communication to show that you did your research.** When talking about your experience, offer one or two points that reference back to the requirements in the job description or to the organization itself.
- **If you are reaching out to a new contact or referral, don't ask for favors.** At least not right away. After all, they don't know you from any other stranger. You do not want to automatically appeal for resume feedback, coffee meetings, or an informational interview. Your primary goal is to first establish rapport so you can begin to build a relationship.
- **When reaching out to someone you don't know on LinkedIn,** acknowledge that you are not currently connected to each other, but then provide context around why you are reaching out.
- **Always reference the position you're applying to, and where you saw it.** Recruiters and hiring managers get hundreds of emails every day about multiple positions. They won't always make the connection unless you tell them.
- **When following up with an interview, reaffirm your interest.** Reference team members you met, specific topics that were covered, or areas of interest pertaining to your background and the company's mission or goals. Keep it concise, relevant, and to the point.
- **When submitting your resume to a general inquiry that is not associated with a posted position be direct about the type of role you are seeking.** As there may not be a specific position available at that moment, make sure you talk about your experience in a specialized area or level, where an opportunity could be presented for the company, and what interests you about the organization. Close with a call to action that suggests a meeting or interview to discuss your skills and competencies more in depth.