



# CCMM: The Eazl Guide to eNetworking

## LinkedIn vs. Other Social Networks

Professionals on LinkedIn are usually open to building out their networks, so if you have a well-crafted profile and a nice introductory message, you can usually establish connections with people who can make a difference for you. While Facebook, Twitter, and other social networks also offer opportunities to connect with people, generally speaking LinkedIn is the place where professionals network with each other.

## Connect with Group Members, Alumni, and Friends

When LinkedIn asks you to indicate how you know someone, you're faced with a few options: fellow group members, alumni, business partners, or friends. If you don't know which to choose, just choose the "friends" option. Some users require you to include their email address in your connection request. If that's the case, you can choose to do some research to find that email address or just forget about connecting with that person for now.

## Include a Custom Message in Your Connection Request

If you add a personal message when you make a connection request, the chances that your request will be accepted is much greater. Let the person know why you're interested in their profile and that you'd like to network with them on LinkedIn. Some examples are below:



Example 1:

Hi \_\_\_\_\_,

It looks like you're an expert on the [something] industry in the Bay Area and I'm looking to network with folks like you. I'm hoping we can connect here on LinkedIn.

John Doe

You also will also want to connect with people at companies after you've applied to some particular position. Here's an example:

Hi \_\_\_\_\_,

Recently, your firm received an application from me! I'm hoping we can connect here on LinkedIn so that you and your team can have full access to my profile.

Best wishes,

John Doe

Also, remember to "mushroom" your connections. For example, if you recently connected with Tom, a recruiter at XYZ Corp., mention that in the connection request. Like this:

Hi \_\_\_\_\_,

Your colleague Tom and I recently connected here on LinkedIn because XYZ Corp. looks like a great company and I'm on the job hunt. I'm hoping we can connect here on LinkedIn too.

John Doe

## How to Upgrade the Relationship with a Chat

Remember CCMM—connect, chat, meet, & mushroom. That's the process for taking a LinkedIn relationship into the real world where you can turn it into opportunity. When you reach out to the person after they've connected with you, focus on the informality of the chat and it's brevity. If you've recently applied to



a position with the firm, don't highlighting that—you're not asking for a job. You're building relationships. Here are a couple of examples asking someone for a quick introductory chat.

Example 1:

Subject Line: Thanks for Connecting on LinkedIn Melanie

Body: Hi Melanie,

Thanks for accepting my connection request here on LinkedIn. Your professional profile looks really interesting. Are you up for a quick introductory chat sometime? I'd love to jump on the phone for a couple of minutes to make introductions.

Hoping we can catch up soon,

John Doe

Example 2:

Subject Line: Thanks for Connecting on LinkedIn Tom

Body: Hi Tom,

Your organization looks really interesting and I've read in the business press that things are going well. I'm glad we've connected here on LinkedIn! Is there any way we can have a quick introductory chat on the phone (or via Skype) sometime?

Hoping we can touch base sometime,

John Doe