



# EXCLUSIVE CAREER COACHING

WITH LESA EDWARDS

## **Lesa Edwards**

Certified Career Coach, Master Resume Writer, & Professional Speaker

MPA, MRW, ACRW, CJSS, CELDC, MBTI Master Practitioner

850.591.9995 ♦ [lesa@exclusivecareercoaching.com](mailto:lesa@exclusivecareercoaching.com)

[www.exclusivecareercoaching.com](http://www.exclusivecareercoaching.com) | [www.linkedin.com/in/LesaCareerCoach](http://www.linkedin.com/in/LesaCareerCoach)

## **FIVE NETWORKING SCRIPTS FOR EVERY OCCASION**

Here's the deal: your networking has to sound natural. Non-scripted. Coming from the heart.

Having said that, it certainly helps to plan out what you are going to say, or write, for any occasion.

Not only will you sound better when you say (or write) it, you'll be more likely to make the contact because you have confidence in your ability to say or write what you need to.

### **Script #1: Your elevator pitch**

Your elevator pitch is useful anytime you are meeting people in a networking environment. This can include professional business meetings, social meetings where there is a business component, Chamber of Commerce meetings, and annual events such as conferences and awards banquets.

Here are a couple of excellent examples of elevator pitches:

Hi, I'm Jill Jones, and I'm a senior at XYZ University. My goal is to get an entry-level human resources position here in TOWN, and my dream employer is COMPANY NAME.

Hi, I'm Steve Smith, and I'm a business analyst at ABC Company. I'm currently looking for a management opportunity with a company that has a strong promote-from-within practice and a continuous learning culture.

Here's a template to create your own elevator pitch:

Hi, I'm \_\_\_\_\_(name), and \_\_\_\_\_(something about you that is relevant, such as your job title and/or company name). I'm looking for \_\_\_\_\_  
(what kind of position, job title, type of work, name or type of company)

What if you don't want to, or can't be, as overt about your job search? Here's an alternative:

Hi, I'm \_\_\_\_\_(name), and \_\_\_\_\_(something about yourself, such as current job title and employer or educational status). My job focuses on \_\_\_\_\_(the aspect of your job you want them to know about, or a current project you're working on).

Here's an example:

Hi, I'm Jeff Barnes, and I am the communications coordinator for WPLX-TV. I'm currently involved in a major initiative to increase the station's market share by hosting several community awareness events such as kid's fairs, holding remotes at our advertiser's places of business, and increasing our billboard and social media advertising buys.

### **Script #2: When you email a friend to suggest you meet for networking**

Jeremy,

Hi! Hope all is well. We haven't gotten together since you got the job with ABC, and I'd really like to hear about what you're doing now. Are you up for an early-morning coffee meeting one day next week? I'm available any morning except Wednesday.

Note that you aren't telling Jeremy that you want his help with your job search efforts, because that's not the focus of the meeting. The focus: a networking exchange, where you give as much value as you get.

### **Script #3: When you get to the one-on-one networking meeting**

If you have 30 minutes to network with a friend or colleague, make the first 20 minutes of that meeting about *them*. Ask them questions about what they are working on, their challenges, their successes...*and listen*.

If you are focused on the other person and not what you're going to ask for, you will be able to provide ideas, perspective, resources, best practices, and referrals that will help them in their business. At the minimum, they will appreciate an attentive listening ear.

Then, when it's your turn, the other person will be more than glad to help you because of the value you've already offered them.

Here's what you say when they ask how they can help you:

Chloe, I'm actually in a job search right now. I've been at ABC Company for three years and am ready for advancement that just isn't available at ABC. My dream position is JOB TITLE OR TYPE OF WORK, and one of my dream companies is COMPANY THEY HAVE A CONNECTION TO.

When I looked at your LinkedIn connections, I saw that you are connected to Sue Smith, who is the HR Manager at COMPANY. Would you be willing to make an email introduction to Sue Smith for me?

Notice that you are making a specific ask of Chloe, which allows you to follow up with Chloe about what she said she would do.

#### **Script #4: When you email someone you've been introduced to, but haven't yet met in person**

When it's time to reach out to Sue Smith after Chloe sends an email introduction, your goal will be to have either a face-to-face meeting or phone call with Sue.

Your email might sound something like this:

Sue,

I was thrilled when Chloe Kerlin introduced me to you. I am currently working as JOB TITLE with COMPANY and am looking to advance to NEW JOB TITLE. One of the employers I am most interested in working with is COMPANY, because of WHY YOU WANT TO WORK THERE.

Would it be possible to meet with you about my qualifications for your organization? I realize there may not be any openings at present, but I would really like to have a conversation about my fit with COMPANY.

I will make myself available at your convenience for a phone call, or if possible, a face-to-face meeting. I have taken the liberty of attaching my resume.

Regards,

### **Script #5: Following up after a networking meeting (email)**

Sue,

It was a pleasure meeting you this morning! I can't thank you enough for taking time out of your busy schedule to share information with me about COMPANY.

It seems like my experience with X is a great fit for your organization, and I appreciate your willingness to introduce me to the head of your communications department, Shawn Gatley.

Let me know how I can return the favor in the future!

Regards,

Want to schedule a FREE 30-minute consult call with me about your career goals? Here's the link to my calendar: [www.timetrade.com/book/D6KLN](http://www.timetrade.com/book/D6KLN)