**Introducing Yourself to Prospective Employer Using Linkedin or Email!**

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***This is ONLY a brief guide that you can use to get in the door – you will need to personalize and use LinkedIn as well as internet research/press releases, etc. to impress them!***

***Follow the steps below! Your letter is integrated throughout ☺***

**First and best introduction – Mutual connections via email or LinkedIn!!!**

Do you have any mutual connections on LinkedIn or in the “real” world? If so, USE THEM! This is the perfect way to introduce yourself. On LinkedIn, see if you have any 2nd or 3rd connections in common – use them to get introduced! You can send your contact this message below to introduce you:

**Letter to your Contact/Connection:**

Hello Contact’s Name Here,

I hope you are doing well! Possible background here (example: Long time, no talk – would love to meet up for lunch again at our favorite pizza place – something you both used to do). As you may know, I am leveraging LinkedIn to grow my network and noticed that you are connected to prospective contact’s name at prospective contact’s employer. I was wondering if you would kindly provide an introduction for me. If you could copy us both in an email or LinkedIn message, I can take it from there and would be very grateful – I have been following prospective employer’s company and am trying to get my foot in the door. To make it easier for you, I have included a short paragraph below that you are welcome to copy and paste. Also, feel free to look through my connections. I am more than happy to make introductions for you as well.

Thank you very much!

Name

Email

**Second introduction – If no connections, research the contact to show initiative!!**

***NEVER use*"Dear Sir / Madame"*or any other generic introduction when sending an email. Personalize your message by addressing your email to a specific person and using their name. In fact, I like to use their name twice, once when addressing them at the beginning of the email and once when thanking them at the end of it.***

Hello or Good Morning or Good Afternoon Name of prospective connection,

Possible Intros:

1. It was nice meeting you at event name.
2. I enjoyed hearing you speak at event name.
3. I was referred to you by contact name.
4. I found your profile on Linkedin and was so impressed with what you have done for company name here.
5. I enjoyed reading your article or publication – list title here.

I was researching prospective connection’s company name here and came across your profile on Linkedin – Congratulations on all your accomplishments – Amazing! I am Job Title for Company, and would love the opportunity to collaborate with you at company name here.

I was hoping that we could connect when you have a brief moment to talk about the prospective job title name position posted on your website and how I can immediately contribute to that project.

Thank you in advance Name of prospective connection,

Name

Email

**Third Introduction – Generic Introduction with no Connections – Mainly Via Email/Inmail**

Dear Name of prospective connection,

I was researching prospective connection’s company name here and was so excited to learn about all you are doing – list specific project here if possible! I am Job Title for Company, but am certain my skills can be transferred to make an immediate impact at prospective connection’s company name here.

I have attached my resume and introduction and look forward to talking to you more about the work you can expect from me.

Thank you in advance Name of prospective connection,

Name

Email