// FLATIRON SCHOOL

Networking Virtually to Land the Job
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6 Steps that Get You in the Door

Be Targeted

Source People of Interest

Build Relationships

Win Meetings

Showcase Value

Get the Job

Targeted Job Planning

Know who you are, know what you like, and align yourself with your future career

Target = Role + Location + Industry

Role: Software Engineer

Location: London

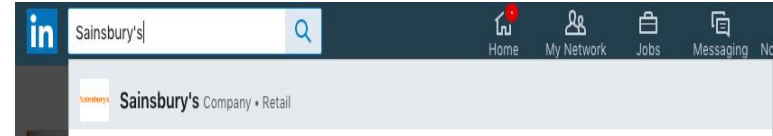| CONSUMER PRODUCTS	TECHNOLOGY	BANKING
Large	**Large**	**Large**
Unilever	Facebook	J.P. Morgan
L'Oreal	Google	Credit Suisse
Sainsbury's	LinkedIn	Standard Chartered
Medium	**Medium**	**Medium**
Burberry	Paddy Power Betfar	Moonshot
Green Target	Stripe	Fisher Investments
HermanMiller	Braintree	Selftrade
Small	**Small**	**Small**
Bloom & Wild	EVRYTHNG	Azimo
LoveCrafts	MoveBubble	ClearScore
Tails.com	KASKO	Edbury UI

Sourcing Connections

Go to LinkedIn
Type your company of interest

Employee Database
Click to "See all employees"

Filter
By Title "Software Engineer" - By Location "Seattle" - By School "Flatiron School"

Search

Ways to Connect

[LinkedIn Contact Request](#)

Like and Comment

Tag and Share posts

Once you find the right people - capture email addresses using SKRAPP.

The formula for successful email outreach is as follows:

- 15 emails per day to unique individuals usually leads to one positive response
- Following up 3 days after your initial outreach to all non-responsive parties will likely lead to one additional positive response
- Your final outreach should happen 3 days after your second outreach to the remaining non-responders, which also usually results in one positive response

Cold Email Template

Subject: Connecting Like Minds for a Virtual Chat

Hi ___,

I came across your profile on LinkedIn and felt compelled to reach out to you. As someone with a desire to work as a Software Engineer within the Tech industry, your background in back-end development and the journey that lead you to your current role at Sainsbury's as a software engineer is interesting to me. While this may be a bit forward, I would love to virtually connect with you to gain some advice and hear your story. I am sure you are quite busy, but even just 30 minutes of your time will give me the opportunity to learn from someone with an impressive background like your own.

I know with recent circumstances it will be best to meet over video chat or via phone call. I am usually available to meet at the following (dates and times). Please let me know if there is a timeframe that works best for you. Thank you in advance and I'm looking forward to hearing back from you!

Best,

Name

The Networking Meeting

Be Prepared

Check out this Guide

Add Value

Lead with curiosity to uncover challenges and demonstrate creative solutions

Adding Value Through Projects and Blogs

- Create a website, app, blog post, or something else creative and original

- Tailor it to the industry or company of interest, personalized for them when possible

- Generated based on information gained from your informational interviews or after having gone through a round or two of the interview process

Why?

- Opportunity to differentiate yourself amongst the competition and demonstrate excellent technical skills while showcasing a genuine interest in role

- Opportunity for you to communicate things you may not have had the opportunity to

- A chance to get in-front of and wow hiring managers with tech skills and creativity early on

COVID CREATIVITY

Student Case Study: Enrique T.

- Submitted project after the interview to differentiate himself
- Received offer for LinkedIn Apprenticeship
- In Enrique's own words - "This is a game changer!"
- Enrique ended up mentoring another Flatiron student the following year who was a finalist in the LinkedIn Apprenticeship.

Enrique's Hangman for LinkedIn:
https://www.thehangmanchallenge.com/

Some Other Ways to Network Virtually

Tech conferences going virtual and (many) free due to coronavirus

Jump into Relevant Slack Communities

Virtual job fair for women in tech

Virtual speed interviewing job fair

Other Resources

Covid-19 Job Search Checklist

Volunteer to support Covid-19 and build your skills

Know your market during Covid-19

Working remotely isn't a bad option when it's your only option