

How to Get A Response to Your Outreach



Keep it short

- 3-5 sentences should explain the bulk of your message
- Can it be read quickly and easily from a smartphone?
- Can the recipient respond in 1-2 sentences?



Set the right tone by being **FCSD**

- **Friendly** - *Hi, Hello [first name],*
- **Concise** - don't tell your life story or profess love for their company right then & there
- **Specific** - why are you writing to *this* person at *this* company?
- **Direct** - end with a question that the recipient will be able to answer yes/no to quickly



A strong opening

- Reference something unique to their company
- Link to something on their site or in a company blog post
- Mention recent press or news related to the company



Getting to the point

- Do you have an apprenticeship program?
- Can I come tour the office?
- Do you hire junior developers?
- Are you still taking candidates for X position?
- Could we meet so you can tell me more about your career path over coffee, lunch, etc? ← *This is essentially an info. interview*



Sign off

- This part varies based on your personality and the vibe you get from the company
- One of the below could work
 - All (the) best,
 - Thank you,
 - Sincerely,
 - Cheers,



Create templates

- For situations you'll often find yourself in during the job search
 - to follow up after meeting someone new
 - to follow up after an interview
 - to ask someone for an introduction
- Canned responses in Gmail



‘Nice to meet you’ template

Subject:

[Your name] from [event name]

Message:

Hi [Recipient name],

[Reminder of your interaction]

[The item you promised to follow up about]

[Optional: A call to action (CTA) if you wanted a specific action to result from the message (lunch, meeting, coffee, drinks, hackathon invite)]

Would love to keep in touch,

[Your name]



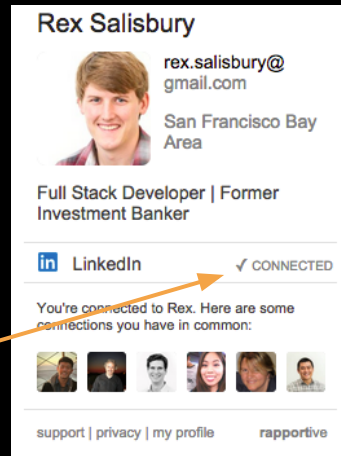
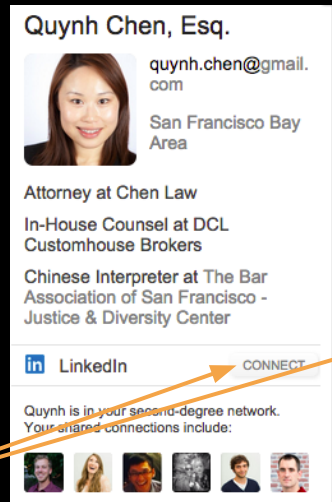
Informational interviews

- Suggest somewhere convenient for recipient
 - Give a specific address to avoid confusion and wasted time
- Ask about a specific date or time
 - If that time doesn't work, (s)he is likely to suggest an alternative that works for him/her
- Come prepared with questions, a notebook and pen
 - Setting up a laptop between the two of you creates a physical barrier
 - How does (s)he know you're not distracted, doing other things behind your screen while (s)he's speaking



Following up - connect on LinkedIn

- Add the [Rapportive](#) add-on to your Gmail account
 - Displays senders' LinkedIn photo and summary next to messages you receive from them
 - Shows whether you are connected
 - Instant reminder to connect if you haven't yet



Following up - send a thank you

- Within 24 hours
 - Whether someone meets with you or even gives you a legitimate reason for not being able to meet, thank them
 - No one is obligated to respond, let alone give you their time in a brief meeting
- Expressing sincere gratitude or even recalling something particularly useful you learned is a nice gesture that many don't take the time to do

