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Reach Out to Engineers

Networking Personal Branding

Your task: Message an engineer at a company you're interested in. Use LinkedIn to find someone who attended your school and shares a common interest or background with you. Build rapport by highlighting these similarities in your message.

For example, your message can be:

Hi [Name],

I noticed we're both [Your School] alums, and you were involved in [Specific Club/Activity] - I'm currently active in that too! It's great to see a fellow [Your School Mascot/Nickname] at [Company]. I'm considering applying there and would love to hear about your experience. How has it been working there?

By asking a question at the end, the engineer is more likely to respond to you. When crafting a mesage, make sure to be concise (2-3 sentences), polite, and have a clear ask.

Helpful Links

🔗 How to Properly Reach out on LinkedIn

🔗 Cold Email Examples & Format

🔗 Best Cold Email Templates

🔗 Meet Engineers at Events in Your City

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Submission Complete

You have completed this assignment.

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