



The Warm Intro Protocol™

Stop Being a PDF, Start Being a Person

Learn the exact 4-step system to turn alumni connections into job referrals

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The Core Problem

Cold applying puts you in a pile of **500 applicants**.

You are a **commodity**.

1-2%

Response rate from cold applications

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The Solution

Get someone **INSIDE** the castle to lower the drawbridge

The Trojan Horse Effect

When you build a human connection, this person becomes your **advocate**.

You stop being a PDF and start being a **person they know and like**.

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The 4-Step Process

1

Identify

Find 3-5 alumni at your target company using LinkedIn Alumni tool

2

Outreach

Send a "Low-Friction" connection request

3

The Call

Conduct a 15-minute "Researcher" interview

4

The Pivot

Convert the relationship into a referral

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The Outreach Script

COPY & USE THIS:

"Hi [Name], I'm a senior [Major] student at [School]. I see you're working at [Company]—I've been following their work on [Project] and would love to ask 2–3 questions about your experience there. No expectations, just looking for perspective from a fellow alum. Thanks, [Your Name]"

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Why This Script Works

- **Tribalism:** "Fellow alum" creates instant trust
- **Flattery:** Asking for advice validates their expertise
- **Low Friction:** "No expectations" removes pressure to hire you

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You Are Not a Beggar

You are a Researcher gathering data

You are NOT asking for a job.

You are giving them a chance to **pay it forward** and share their expertise.

Most professionals **want** to help the next generation.

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Your Action Items

- Find 3–5 alumni at your top 3 target companies
- Send the outreach script to at least 2 people
- Schedule your first 15–minute call this week

30–50%

Response rate when you personalize outreach to alumni