



**Geek**FORCE

# **BUILDING RELATIONSHIPS**

## **ULTIMATE EMAIL GUIDE**



# TABLE OF CONTENTS

## PART. 1

### CONNECTING WITH PEOPLE YOU ALREADY KNOW

- 1.CONNECTING WITH SOMEONE WITH A BIG NETWORK
- 2.CONNECTING WITH ALUMNI FROM YOUR SCHOOL
- 3.CONNECTING WITH A FRIEND OF A FRIEND
- 4.CONNECTING WITH SOMEONE AFTER AN EVENT
- 5.CONNECTING TWO PEOPLE TOGETHER

## PART. 2

### CONNECTING WITH PEOPLE YOU DO NOT YET KNOW

- 1.PLAYING THE "STUDENT CARD"
- 2.CONNECTING WITH A CURRENT EMPLOYEE
- 3.REQUESTING AN INFORMATIONAL INTERVIEW
- 4.REACHING OUT TO A RECRUITER
- 5.REACHING OUT TO THE HIRING MANAGER
- 6.SENDING THANK YOU NOTES AFTER THE INFORMATION CALL
- 7.BONUS: LINKEDIN TEMPLATES TO CONNECT
  - A.IF YOU SEE SOMEONE WITH A GOOD POST
  - B.IF YOU SEE SOMEONE WITH A SIMILAR BACKGROUND TO YOURS
  - C.IF YOU SEE SOMEONE WITH A COOL CAREER PATH
  - D. IF YOU SEE SOMEONE WHO IS HIRING

## PART. 3

### OFFERS AND NEGOTIATION

- 1.RESPONDING TO A REJECTION (AND ASKING FOR FEEDBACK)
- 2.RESPONDING TO A REJECTION (AND ASKING FOR THEM TO RECONSIDER)
- 3.NEGOTIATING AN OFFER (REQUESTING A PHONE CALL)

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# PART. 1

## CONNECTING WITH PEOPLE YOU ALREADY KNOW



# 1. CONNECTING WITH SOMEONE WITH A BIG NETWORK

## TEMPLATE

**SUBJECT: IT'S BEEN FOREVER SINCE WE CONNECTED! FROM: [YOUR EMAIL HERE] TO: [YOUR FRIEND'S/COLLEAGUE'S EMAIL]**

HI [NAME],

HOPE ALL IS GOING WELL FOR YOU! [INSERT THE LAST TIME YOU SAW THIS PERSON AND WHERE]. IT'S BEEN FOREVER SINCE THEN AND I JUST WANTED TO SAY HI :)

[SHARE YOUR CURRENT SITUATION WITH WORK AND WHY YOU ARE REACHING OUT] I'M TRYING TO CONNECT WITH OTHERS AND LEARN ABOUT NEW OPPORTUNITIES IN [YOUR INDUSTRY / ROLE] AND OF COURSE, THOUGHT OF YOU. IF YOU HAVE ANYONE IN MIND THAT YOU THINK WOULD BE INTERESTING FOR ME TO MEET, PLEASE LET ME KNOW!

AND IF THERE'S ANYTHING I CAN HELP YOU WITH, I WOULD LOVE TO. TAKE CARE THIS WEEK!

BEST, [YOUR NAME]



## 2.CONNECTING WITH ALUMNI FROM YOUR SCHOOL

### TEMPLATE

**SUBJECT: NEW CAREER IN [NEW INDUSTRY]! FROM: [YOUR EMAIL HERE] TO: [YOUR FRIEND'S/COLLEAGUE'S EMAIL]**

HI [NAME],

GREAT TO SEE YOU DOING AMAZING THINGS IN YOUR CAREER! I STILL REMEMBER OUR DAYS [INSERT A TIME FROM YOUR SCHOOL DAYS]. TIME FLIES MAN! I LOVE HOW YOU'VE BEEN ABLE TO PIVOT FROM [OLD INDUSTRY] INTO A ROLE IN [NEW INDUSTRY] AND THAT IS SOMETHING I AM WORKING ON AS WELL. I JUST FINISHED A [NAME OF YOUR PROGRAM IF APPLICABLE] AND AM LOOKING TO CONNECT WITH OTHERS IN THIS SPACE. WOULD YOU BE FREE FOR A 15 MINUTE CALL LATER THIS WEEK AND CATCH UP? WOULD LOVE TO LEARN MORE ABOUT WHAT YOU'VE BEEN UP TO AND GET ANY TIPS YOU CAN SHARE WITH ME ABOUT [THE PERSON'S JOB / INDUSTRY]!

I AM FLEXIBLE ON MY END SO LET ME KNOW WHAT WORKS BEST FOR YOU. LOOKING FORWARD TO CATCHING UP, [NAME]!

BEST, [YOUR NAME]



## 3. CONNECTING WITH A FRIEND OF A FRIEND

### TEMPLATE

**SUBJECT: CONNECTING THROUGH [YOUR FRIEND WHO CONNECTED YOU] FROM: [YOUR EMAIL HERE] TO: [YOUR FRIEND'S/COLLEAGUE'S EMAIL]**

HI [NAME]!

I'VE HEARD SO MUCH ABOUT YOU THROUGH [MUTUAL FRIEND] AND WANTED TO REACH OUT MYSELF. HE'S MENTIONED HOW YOU'VE [INSERT THEIR PROFESSIONAL OR ACADEMIC ACHIEVEMENT] AND I'D LOVE TO LEARN ALL ABOUT IT.

I'M CURRENTLY WORKING AT [CURRENT WORK SITUATION] AND INTERESTED IN CONNECTING WITH OTHERS WITH [INDUSTRY] EXPERIENCE LIKE YOURSELF. [MUTUAL FRIEND] SAID YOU'RE A GREAT PERSON TO ADD TO MY NETWORK SO I WANTED TO SEE IF YOU'D BE FREE TO MEET FOR A QUICK COFFEE OR PHONE CALL SOMETIME NEXT WEEK. I WORK IN [LOCATION] SO IT'S EASY FOR ME TO MEET YOU WHEREVER.

HOPE TO SEE YOU AROUND SOON! LET ME KNOW IF THERE'S ANYTHING I CAN DO TO HELP YOU.

BEST, [YOUR NAME]



## 4. CONNECTING WITH SOMEONE AFTER AN EVENT

### TEMPLATE

**SUBJECT: GREAT TO MEET YOU AT THE [EVENT IN CITY]! FROM: [YOUR EMAIL HERE] TO: [YOUR FRIEND'S/COLLEAGUE'S EMAIL]**

HI [NAME],

SO GOOD TO MEET YOU AT THE [EVENT IN CITY] EARLIER THIS WEEK! HOW WAS THE REST OF IT?! IT'S ALWAYS SO FUN TO MEET OTHERS IN THE [INDUSTRY] SPACE AND WOULD LOVE TO STAY CONNECTED WITH YOU. WOULD YOU BE FREE FOR A COFFEE OR TEA LATER THIS WEEK TO CONTINUE OUR CHAT? RARE TO MEET OTHERS AS PASSIONATE AS WE ARE ABOUT [MUTUAL INTEREST] :) LET ME KNOW WHAT YOUR SCHEDULE LOOKS LIKE AND WE CAN WORK SOMETHING OUT.

HAVE A FANTASTIC REST OF THE DAY! BY THE WAY, I'LL ALSO SEND YOU A CONNECTION REQUEST ON LINKEDIN.

TAKE CARE!

BEST, [YOUR NAME]



## 5. CONNECTING TWO PEOPLE TOGETHER

### TEMPLATE

**SUBJECT: CONNECTING [PERSON #1] AND [PERSON #2] FROM: [YOUR EMAIL HERE] TO: [PERSON #1'S EMAIL] CC: [PERSON #2'S EMAIL]**

HI [PERSON #1 YOU WANT TO CONNECT PERSON #2 WITH],

HAPPY FRIDAY BUDDY. HOPE YOU GOT SOME NICE, RELAXING WEEKEND PLANS IN STORE!

THANK YOU AGAIN FOR CONNECTING WITH MY FRIEND, [PERSON #2] (CCED IN THIS THREAD). [PERSON #2] HAS SPENT THE LAST [# OF YEARS] WITH [CURRENT COMPANY] AND LOOKING TO GET CONNECTED WITH A FEW OTHERS IN THE [INDUSTRY] SPACE. SHE WAS KEEN ON THE [OPEN ROLE] HERE SO I THOUGHT CONNECTING YOU TWO WOULD HELP HER GAIN MORE INSIGHTS.

[PERSON #2] - [PERSON #1] IS A FRIEND OF MINE AND LEADS [WORK AT CURRENT COMPANY]. HE'S VERY WELL CONNECTED IN [CITY] AND JUST A GOOD GUY TO ADD TO YOUR NETWORK!

HAVE A GREAT WEEKEND BOTH!

BEST, [YOUR NAME]





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# PART. 2

**CONNECTING WITH PEOPLE  
YOU DO NOT YET KNOW**



# 1.PLAYING THE "STUDENT CARD"

## TEMPLATE

**SUBJECT: STUDENT FROM [NAME OF UNIVERSITY] FROM: [YOUR EMAIL HERE] TO: [PROFESSIONAL'S EMAIL]**

HI [NAME],

GREAT TO E-MEET YOU HERE! I'VE BEEN FOLLOWING YOUR ACTIVITY ON LINKEDIN FOR THE PAST YEAR AND LOVE TO SEE YOU [INSERT THEIR ACCOMPLISHMENTS OR CONTRIBUTIONS TO THEIR ALMA MATER].

I AM CURRENTLY A [MAJOR AND UNIVERSITY] AND VERY INTERESTED IN A FUTURE CAREER IN [INDUSTRY]. I WANTED TO REACH OUT AND LEARN MORE ABOUT YOUR PERSONAL CAREER JOURNEY IF YOU'D BE WILLING TO SHARE. WOULD YOU HAVE 15 MINUTES AVAILABLE THIS WEEK OR NEXT?

THANKS SO MUCH IN ADVANCE!

BEST, [YOUR NAME]



## 2. CONNECTING WITH A CURRENT EMPLOYEE

### TEMPLATE

**SUBJECT:** *LEARNING ABOUT YOUR EXPERIENCE AT [COMPANY]*  
**FROM:** *[YOUR EMAIL HERE]* **TO:** *[PROFESSIONAL'S EMAIL]*

HI [NAME],

AMAZING TO SEE YOU CELEBRATE YOUR [# ANNIVERSARY WITH COMPANY]! CONGRATULATIONS ON YOUR TENURE AND ALL THE GREAT THINGS YOU'VE DONE WITH THE FIRM.

I WANTED TO REACH OUT AS I AM EXPLORING OPPORTUNITIES WITH [COMPANY] MYSELF. I AM CURRENTLY WORKING AT [CURRENT COMPANY TEAM] AND WANTED TO SEE IF I COULD LEARN MORE ABOUT YOUR EXPERIENCE WITH [COMPANY] AND YOUR THOUGHTS ABOUT THE COMPANY CULTURE AND FUTURE DIRECTION OF THE FIRM. I KNOW YOU'RE SLAMMED SO JUST WANTED TO SEE IF YOU'D BE AVAILABLE FOR A QUICK 15 MINUTE CALL THIS WEEK OR NEXT.

NO WORRIES IF YOUR SCHEDULE DOESN'T ALLOW IT - JUST WANTED TO ASK :)

THANKS SO MUCH IN ADVANCE, [NAME]!

BEST, [YOUR NAME]



## 3. REQUESTING AN INFORMATIONAL INTERVIEW

### TEMPLATE

**SUBJECT: CAREER PIVOT TO [INDUSTRY] FROM: [YOUR EMAIL HERE]  
TO: [PROFESSIONAL'S EMAIL]**

HI [NAME],

HOPE YOU ARE DOING WELL! I SAW THAT YOU [INSERT RECENT ACHIEVEMENT OR ACCOMPLISHMENT RELATED TO YOUR INTERESTS].

IT'S A BIG GOAL OF MINE TO MAKE THE MOVE INTO A [INDUSTRY] ROLE SO I LOVE TO SEE EXAMPLES LIKE YOURSELF THAT IT IS POSSIBLE! I KNOW YOU MUST BE INCREDIBLY BUSY BUT I WAS WONDERING IF YOU WOULD BE OPEN TO CONNECTING THROUGH COFFEE OR A QUICK PHONE CALL SO I COULD LEARN MORE ABOUT YOUR CAREER AND THE STEPS YOU TOOK TO MAKE THAT PIVOT INTO [INDUSTRY].

LET ME KNOW IF YOU HAVE SOME TIME IN THE NEXT COMING WEEKS. THANKS SO MUCH IN ADVANCE!

BEST, [YOUR NAME]



## 4. REACHING OUT TO A RECRUITER

### TEMPLATE

**SUBJECT:** *STRONG CANDIDATE FOR [ROLE YOU'RE APPLYING TO]*  
**FROM:** *[YOUR EMAIL HERE]* **TO:** *[RECRUITER'S EMAIL]*

HI [NAME],

I SAW YOUR TEAM WAS RECRUITING FOR A [ROLE] AT [COMPANY] AND I'D LOVE TO BE CONSIDERED. I SPENT THE LAST [# YEARS WITH COMPANY] AND [YOUR CURRENT/PAST ACHIEVEMENTS IN YOUR ROLE]. MY CORE SKILLS ARE IN [RELEVANT SKILLS FOR THE ROLE YOU ARE GOING FOR]. I THINK I'D BE A GREAT FIT FOR THE ROLE YOU HAVE ON HAND.

LET ME KNOW IF YOU ARE FREE FOR A CALL LATER THIS WEEK TO DISCUSS FURTHER. THANK YOU FOR YOUR TIME!

BEST, [YOUR NAME]



## 5. REACHING OUT TO THE HIRING MANAGER

### TEMPLATE

**SUBJECT: STRONG CANDIDATE FOR [ROLE YOU'RE APPLYING TO]**  
**FROM: [YOUR EMAIL HERE] TO: [HIRING MANAGER'S EMAIL]**

HI [NAME],

I SAW YOUR TEAM WAS EXPANDING AT [COMPANY]! I SEE THAT YOU'RE LOOKING FOR A [OPEN ROLE] TO [MISSION FOR ROLE] AND I'D LOVE TO BE CONSIDERED.

I CURRENTLY WORK WITH [CURRENT COMPANY] AND OVERSEE [BIG PROJECT TITLE]. IN THE PAST [# MONTHS], I HAVE [INSERT BIG WINS IN CURRENT COMPANY]. I AM LOOKING TO FOCUS MORE ON THE [INDUSTRY] MARKET THUS THE JD YOU POSTED CAUGHT MY ATTENTION AND THOUGHT IT WOULD BE GOOD TO HAVE A CHAT.

LET ME KNOW IF YOU ARE FREE FOR A CALL LATER THIS WEEK TO DISCUSS FURTHER. THANK YOU FOR YOUR TIME AND HOPE TO MEET YOU IN PERSON SOON!

BEST, [YOUR NAME]



## 6. SENDING THANK YOU NOTES AFTER THE INFORMATION CALL

### TEMPLATE

**SUBJECT:** *THANK YOU FOR YOUR TIME!* **FROM:** *[YOUR EMAIL HERE]*  
**TO:** *[PROFESSIONAL'S EMAIL]*

HI [NAME],

THANK YOU SO MUCH FOR YOUR TIME EARLIER TODAY! IT WAS GREAT TO LEARN MORE ABOUT YOUR EXPERIENCE WITH [COMPANY]. I ESPECIALLY LOVED YOUR TAKE ON [SHARE SOMETHING NEW YOU LEARNED FROM THE CONVERSATION].

PLEASE LET ME KNOW IF THERE'S ANYTHING I CAN DO TO SUPPORT YOU AND YOUR FUTURE ENDEAVORS. AND ON MY END, I'LL KEEP YOU POSTED ON MY SEARCH FOR NEW OPPORTUNITIES IN THE [INDUSTRY] FIELD. IF THERE'S ANYONE THAT YOU THINK WOULD BE GOOD FOR ME TO MEET, I'D LOVE FOR YOU TO SEND THEM MY WAY. THANKS AGAIN FOR YOUR TIME! LET'S STAY CONNECTED.

BEST, [YOUR NAME]



## 7.BONUS: LINKEDIN TEMPLATES TO CONNECT

### A.IF YOU SEE SOMEONE WITH A GOOD POST

#### TEMPLATE

HI [NAME]! LOVED YOUR POST RECENTLY ABOUT [INSERT THE THEME OF THEIR POST]. [SHARE WHY YOU LIKED THEIR POST] AND YOUR POST REALLY RESONATED WITH ME. I'D LOVE TO CONNECT AND CONTINUE TO SUPPORT YOUR CONTENT. THANKS FOR YOUR TIME!

### B.IF YOU SEE SOMEONE WITH A SIMILAR BACKGROUND TO YOURS

#### TEMPLATE

HI [NAME], ALWAYS GREAT TO SEE [COMMONALITY OR ALUMNI CONNECTION] ON LINKEDIN! I SAW YOU GRADUATED IN [INSERT YEAR] AND I WAS JUST [INSERT YOUR YEAR AND YOUR CONNECTION TO THE SCHOOL]. LET'S STAY CONNECTED HERE ON LINKEDIN. HAVE A GOOD ONE!





## 7. BONUS: LINKEDIN TEMPLATES TO CONNECT

### C. IF YOU SEE SOMEONE WITH A COOL CAREER PATH

#### TEMPLATE

HI [NAME]! SO COOL TO SEE YOU TRANSITION FROM [OLD INDUSTRY TO NEW INDUSTRY]! THAT MUST NOT HAVE BEEN EASY. I'VE BEEN IN [CURRENT INDUSTRY] FOR THE LAST [# OF YEARS] AND ALSO LOOKING TO MOVE INTO [TARGET INDUSTRY]. THE FACT THAT YOU'VE DONE IT GIVES ME HOPE! I'D LOVE TO CONNECT WITH YOU HERE. THANKS FOR YOUR TIME AND INSPIRING US TO DO THE SAME!

### D. IF YOU SEE SOMEONE WHO IS HIRING

#### TEMPLATE

HI [NAME] - AWESOME TO SEE YOUR [HIRING TEAM] TEAM AT [COMPANY] IS HIRING! IT SEEMS LIKE AN AWESOME OPPORTUNITY AND I'D LOVE TO CONNECT TO LEARN MORE. MY BACKGROUND IS IN [RELEVANT SKILLS & EXPERIENCES FOR THE ROLE], AND I THINK I'D BE A GREAT FIT. THANKS FOR YOUR TIME!



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# PART. 3

## OFFERS AND NEGOTIATION



# 1. RESPONDING TO A REJECTION (AND ASKING FOR FEEDBACK)

## TEMPLATE

**SUBJECT: RE: ORIGINAL EMAIL SUBJECT FROM: [YOUR EMAIL HERE]**  
**TO: [RECRUITER'S EMAIL]**

HI [RECRUITER'S NAME],

THANKS FOR YOUR UPDATE HERE! I LOVED MEETING WITH YOU AND THE REST OF THE [COMPANY] TEAM. WHAT YOU ALL ARE DOING IN THE [INDUSTRY] SPACE IS SOMETHING REALLY UNIQUE AND WISH YOU ALL THE BEST!

AS FOR MY OWN NOTES, I WOULD LOVE IT IF YOU COULD SHARE SOME FEEDBACK FROM THE PREVIOUS INTERVIEWS. I AM ALWAYS TRYING TO IMPROVE SO THIS WOULD BE GREAT INFORMATION TO IMPLEMENT FOR THE FUTURE. AND FINALLY, I'D LOVE TO STAY IN TOUCH AND BE CONSIDERED FOR FUTURE OPPORTUNITIES. THANK YOU AGAIN!

BEST, [YOUR NAME]



## 2. RESPONDING TO A REJECTION (AND ASKING FOR THEM TO RECONSIDER)

### TEMPLATE

**SUBJECT: RE: ORIGINAL EMAIL SUBJECT FROM: [YOUR EMAIL HERE] TO: [RECRUITER'S EMAIL]**

HI [RECRUITER'S NAME],

THANKS FOR GETTING BACK TO ME HERE. I LOVED MEETING WITH YOU AND THE REST OF THE [COMPANY] TEAM. WHAT YOU ALL ARE DOING IN THE [INDUSTRY] SPACE IS SOMETHING REALLY UNIQUE AND I'M EXCITED TO SEE WHAT THE TEAM DOES NEXT!

AS FOR THE UPDATE TO MY APPLICATION, I'D LOVE TO GET MORE FEEDBACK AND RESPECTFULLY ASK YOU AND THE TEAM TO RECONSIDER. I UNDERSTAND THAT THE [OPEN ROLE] WILL BE REQUIRED TO [LIST OUT KEY REQUIREMENTS FOR THIS ROLE]. AND THOSE ARE SOME OF THE FUNDAMENTALS I HAVE GAINED FROM MY [INSERT PAST EXPERIENCE DETAILS HERE].

IN MY TIME WITH [CURRENT OR FORMER COMPANY], I HELPED THE TEAM: [INSERT RELEVANT ACHIEVEMENTS WITH METRICS HERE] [ACHIEVEMENT #2]

THANK YOU FOR READING THIS NOTE AND TAKING THE TIME TO RECONSIDER. IF THERE'S ANY OTHER QUESTIONS I CAN HELP ANSWER, PLEASE LET ME KNOW.

BEST, [YOUR NAME]



## 3. NEGOTIATING AN OFFER (REQUESTING A PHONE CALL)

### TEMPLATE

**SUBJECT: RE: ORIGINAL EMAIL SUBJECT FROM: [YOUR EMAIL HERE] TO: [RECRUITER'S EMAIL]**

HI [RECRUITER'S NAME],

THANK YOU SO MUCH FOR YOUR SUPPORT THROUGHOUT THE WHOLE PROCESS AND THIS OFFER! I'VE LOVED MY TIME MEETING EVERYONE AT [COMPANY] AND AM EXCITED FOR THE OPPORTUNITY TO START MY CAREER WITH THE [OPEN ROLE] TEAM IN [CITY]!

I HAD A FEW QUESTIONS REGARDING THE SALARY AND SOME RESEARCH I'VE DONE FOR THE ROLE/INDUSTRY. I'D LOVE TO DISCUSS THEM WITH YOU OVER THE PHONE IF YOU HAVE TIME THIS WEEK! LET ME KNOW YOUR AVAILABILITY AND THE TIMES THAT WORK BEST FOR YOU AND I CAN ARRANGE SOMETHING FOR US.

THANK YOU AGAIN FOR THE OFFER AND LOOKING FORWARD TO SPEAKING WITH YOU!

BEST, [YOUR NAME]





## YOU MADE IT TO THE END!

CONGRATULATIONS, YOU FINISHED READING THROUGH BUILDING RELATIONSHIP ULTIMATE EMAIL GUIDE, AND HAVE ALL THE EMAILS YOU WILL NEED IN YOUR JOB SEARCH.

AS A FINAL REMINDER, KEEP IN MIND THAT RELATIONSHIPS AREN'T BUILT OVERNIGHT. THIS GUIDE IS A GREAT TOOL TO BUILD CONNECTIONS WITH PEOPLE BUT THERE IS NO SUBSTITUTE FOR GENUINE HUMAN INTERACTION. SO BE KIND, ADD VALUE TO THEIR LIVES, AND DO WHAT YOU HAD LIKE OTHERS TO DO TO YOU.