



OUTREACH EMAILS



EXAMPLE 1: ASKING FOR AN IN-PERSON MEETING

SUBJ: Fellow Army veteran -- would love to chat about your post-Army career

Hi John,

My name is Bill Smith. I just transitioned out of the Army this year and I came across your story on LinkedIn and I knew I had to reach out. *[LET THEM KNOW WHAT YOU HAVE IN COMMON AND WHY YOU'RE REACHING OUT TO THEM. MAKE THIS PERSONAL]*

I'd love to get your career advice for 15-20 minutes. I'm currently working in a temp position, but lately I've become really interested in IT consulting. *[LET THEM KNOW WHO YOU ARE, WHY YOU'RE REACHING OUT, AND EASE THEIR FEARS ABOUT HOW MUCH YOU'RE ASKING OF THEM]*

Do you think you could tell me a little bit more about what your job is like? Particularly how your military skills and training transferred into civilian employment. *[TELL THEM YOUR QUESTIONS UP FRONT, THIS ASSURES THEM YOU DON'T HAVE A HIDDEN AGENDA OR WILL BE ASKING THEM FOR A JOB]*

I can meet you for coffee or at your office...or wherever it's convenient. I can work around you! *[WORK AROUND THEIR SCHEDULE AND MAKE IT EASY TO SAY YES]*

Would it be possible for us to meet?

Thanks!
-Bill

EXAMPLE 2: ASKING FOR RECOMMENDATIONS

SUBJ: A congrats and a favor...

Hey John,

Hope all is well with the new baby! *[MAKE THIS PERSONAL]*

We spoke a few months ago when I was just beginning to think about starting an IT consulting business. *[REMIND THEM WHO YOU ARE AND WHAT YOU DISCUSSED]*

Thanks again for your great advice! Since we last spoke, I've already landed two clients -- medical offices in my home town. *[PEOPLE ARE MORE LIKELY TO GIVE ADVICE IF THEY KNOW YOU'LL TAKE ACTION. TELL THEM WHAT YOU'VE DONE SINCE THE LAST TIME YOU SPOKE]*

Recently I've hit a new stumbling block while trying to market my services. I know you said this was a struggle for you at first as well. *[GIVE A SPECIFIC CHALLENGE]*

YOU'RE FACING, NOT SOMETHING LIKE "I NEED HELP MAKING MORE MONEY IN MY BUSINESS... THAT WAY THEY CAN DIRECT YOU TO THE RIGHT RESOURCE]

By any chance, do you know of anyone who I should chat with? I'm really putting a focus on growth this quarter and I'd love to know who helped you along the way.

If not, no problem — just wanted to let you know how it was going. *[GIVE THEM AN OUT TO SAY NO]*

Thanks again for all your help!

-Bill

EXAMPLE 3: INFORMATION ABOUT A SPECIFIC JOB/COMPANY

SUBJ: Question about [COMPANY] from a fellow vet

Hello John,

And greetings from a fellow former Supply Sergeant! *[MAKE A CONNECTION EARLY]*

I was doing some research on Project Manager positions on LinkedIn, and I noticed you're a Project Manager at [COMPANY]. *[LET THEM KNOW HOW YOU FOUND THEM AND WHY]*

I'm on a quest for my dream job and would love to ask you 3-5 questions about your experiences at [COMPANY]. Especially since our backgrounds are so similar. *[QUICKLY GET TO WHAT YOU WANT AND DON'T ASK FOR A LOT]*

Would you be available for a quick chat by phone or Skype this Thursday at 10am?

I'm also free any time Friday. *[GIVE THEM A FEW TIMES TO TALK]*

If email is easier, I'd be happy to send you my questions. *[MAKE IT AS SIMPLE AS POSSIBLE FOR THEM]*

Sincerely
Jane Smith