

The Only Networking Template You Will Ever Need

Thank you so much for downloading this template!

Below, I will share:

1. The template
2. A super quick example in action
3. An analysis of why this template works so well to get you a job
4. A detailed set of examples that you can use to copy-and-paste your own networking notes

Template

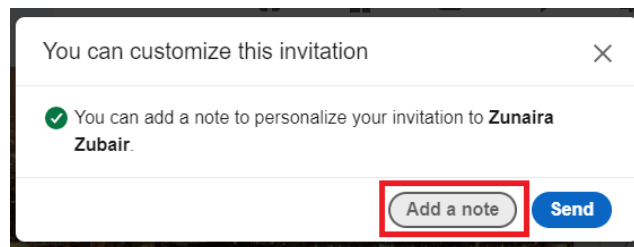
Here's the template:

1. Something that connects you
2. "Easy" yes/no question

That's it!

Quick Example for LinkedIn Connection Request

To connect with someone on LinkedIn, you can send a 300-character connection note:



Here's an example in action:

Invite Zunaira to connect



Build a quality network by connecting only with people you know.

Message (optional)

Hi Zunaira!

**Something that ties
you together**

I see that you finished the UCI digital marketing boot camp; as someone with a direct marketing background, I am debating whether to sign up for courses or try to learn on the job. Did you enjoy the boot camp? Would you recommend it for making a transition to the digital space? **"Easy" question**

9 / 300

■ PREMIUM

Don't know Zunaira? Send an InMail with Premium to introduce yourself. More people reply to an InMail than a connection request.

[Retry Premium Free](#)

Cancel

Send

Want Us To Network For You?

If you'd like us to send out connection requests for you, share your resume with our recruiter friends, and network online for you, [you can use this link to schedule an appointment with us to explore our services](#). Tell us about your job search goals, your history, and we'll put together a package that works for you.

Why This Works To Get You A Job

There are several reasons this template works so well.

#1. Reciprocity can backfire.

Doing something nice for people may make them uncomfortable. This is an extreme example but imagine if a new acquaintance gave you a 20-piece dinner set. You would think, "Are they going to ask me for money? Are they trying to sell me something?"

This is at odds with traditional networking advice, which usually goes along the lines of "if you want someone to like you, give, give, and give."

#2. Tap into the subconscious.

Making people feel good about themselves is key to getting them to say "Yes!" to you. When we ask for a favor, we say:

"You are more knowledgeable and have more access to information than I do. I admire and respect you."

When we do someone a favor, we subconsciously think "I like this person. That's why I am doing this for them." If you've ever hand-made a gift for someone, you may be able to relate – you may have felt your love for your friend growing as you worked on their gift.

#3. Eliminate friction.

This template gives you a much higher chance of getting a positive response because you're not asking a very difficult, "high-effort" question like "can you hire me?"

Think about what it would take, mental-process-wise, to get a "yes" to that question.

- Do we have an opening right now?
- Who is the person in charge of hiring?
- How would it reflect on me if I referred this person to the person hiring?
- Is this person qualified?
- Am I the right person to assess this person's qualifications?
- Can I budget 10 minutes right now to go through their resume and LinkedIn and see if they might be a good fit?

And on and on and on. That's a lot of questions. That's a lot of thinking. That's a lot of friction. And this is **if** your contact wants to spend time and energy helping you.

And it feels really bad to say "no," or "I don't have time to help you," so people just ignore these kinds of messages.

So you should always start by asking a very easy question. Make it so that your contact doesn't even have to think to respond positively.

When you get a response, ask a slightly harder question. This question should require more thinking – maybe 30 seconds. But because they had positively responded to your initial email, there's a much higher chance they'll respond positively to this second email.

They've already rationalized that they like you.

By slowly building up the questions you are asking your contact, you are establishing that you are invested in a relationship with them, and not looking for a quick fix.

And yet, this method of outreach results in responses more quickly than "traditional" networking.

The "hardest" question you can build up to is:

Would you be able to recommend me to someone who is hiring in this space?

Sample Questions to Ask

WARNING: Do not ask questions that can be easily answered with a simple Google search. You want to come across as invested in your career growth, not as someone inept!

Questions about projects:

- This question is great if you are an **executive-level job seeker**: (Some observation about the industry as a whole.)
Are you seeing the same trend right now with your work?
- What new projects related to (your area of interest) are you working on right now? (Avoid making your reader feel like they're being grilled. Transition into this question thoughtfully.)
- How is your ___ project going?
- Given (some current trend), do you think the net impact on (your work) will be positive?

Questions about skills:

- This question is great for **career changers**: I presently hold (qualifications) and was wondering if there's any additional certification I could add to improve my chances of working as a (job title).
- What certification do you think I should pursue to become a (job title)?
- Is there a demand for (skill/certification) in (industry/type of work)? It's something I'm interested in transitioning into.
- Which professional journals/websites/organizations would help me learn more about the (industry)?
- Who do you recommend I follow to learn more about this industry?
- I notice you (something about their career that is kind of "non-traditional"). How was it for you stepping into and out of (role)? Is that a path you would recommend taking?
- How effective do you think (certification) is for (some purpose)?

Questions that ask for referrals:

- Do you mind keeping your eye out for anyone who needs a (job title)?

- Do you know anyone who is hiring a (job title)?
- Where do you think I should apply if I wanted a job that ___?
- I'm interested in transitioning into a role that ____. What next step do you think I should take?
- This question is great if you are an **executive-level job seeker**: Are you particularly impressed with any companies right now that do ___?

Questions about your career growth:

- This question is great for **students**: If I wanted to do (type of project/work – pick something small and specific from their profile), what coursework do you think might prepare me best?
- This question is great for **career changers**: You have transitioned from a ___ role to a ___ role. I am interested in doing the same. What's the next step you think I should take to make myself more attractive to (type of company)?
- If I (take some action), do you feel my chances of working on (type of project found in their profile) will improve? And would (job title) be the role I'd be advancing to if I perform well for the next few years?
- Given that I am new to this industry, would you say my best next step would be to ___?

Sample Things To Connect Over

- Alma Mater: As a fellow Bruin...
- Location: As a resident of Irvine...
- Job Title: As a resume writer...
- Target Field: As someone who is very passionate about writing resumes...
- Background: As someone who also studied ___

Warning!

Please make sure your LinkedIn profile is optimized before you start networking with people.

If not, when you go for the biggest ask, i.e. for a referral to a job, you might not get taken seriously.

If this is something you need help with, use our LinkedIn cheat sheet [here](#).

The client used in the LinkedIn examples eventually went on to accept a \$323,000/year position!