



6

Cold Networking

Organizing Outline for Module 6

1. INTRODUCTION

A. Building Your Network.

- Connecting With College Alumni Is a Great Place to Start.
- How to Draft Powerful Cold Emails.
- How to Leverage Existing Contacts.
- The Rules of Targeted Emails.
- Guidelines For Effective Follow Up.
- Productive Networking Conversations.
- Effective Thank You Notes.

B. Networking As A Lifestyle.

- Keeping Your Network Warm.
- Leveraging Twitter.

2. BUILDING YOUR NETWORK

A. Connecting With College Alumni Is A Great Place To Start.

- Actively Practice Your Networking Skills As You Ramp Up For The Big Leagues.
 - This has a good rate of return: on average, college alums reply at a rate of 1 in 3, compared to 1 in 8 in the general population.
- Use LinkedIn to find alums in your industry.
- The Advantages of Using Your College Alumni Network.
 - There's a built-in incentive for them to help you.
- Whenever possible, it's better to have warm introductions than cold emails.

B. How to Draft Powerful Cold Emails.

- What To Include In Your Cold Emails.
 - How you found them.
 - A light apology.
 - Authentic flattery.
 - Your current employment status.
 - The "ask".
 - The resume.
- Two Types of Emails You'll Be Sending.
 - Those you send when there is a job on the table
 - Those you send when there is not a job on the table

- How To Draft Emails To The Boss And To HR In Both Situations.
 - When someone isn't hiring, they're more open to taking the time to meet you and getting to know you, which enables you to establish a connection.
 - When they have a vacancy, they'll think of you immediately.

C. How To Leverage Existing Contacts.

- Only reach out to 1st or 2nd connections if you have an authentic connection!.
- If you don't remember how or when you met them, use a Cold Email!

D. The Rules of Targeted Emails.

- Twelve Guidelines For Sending Targeted Emails.
 - If the person appears to be busy, offer a phone call instead of coffee.
 - The email isn't a place to build a relationship – it's a tool for scheduling meetings.
 - If you're in an email exchange with someone you've met before, end the note with an offer to be helpful to them.
 - When cold emailing on the job hunt, avoid using the word "job".
 - Always use the word "quick" when you're requesting a coffee meeting or phone cal.
 - Don't go overboard in explaining your availability.
 - Never say, "Attached is a copy of my resume".
 - Don't reach too high or too low on the totem pole.
 - Purchase a Skype phone number if you're doing long-distance (overseas) networking.
 - Never forget a thank you note.
 - If you're new to an industry, use it to your advantage.
 - A little tailoring goes a long way.

E. Following Up.

- Guidelines For Effective Follow Up After A Call Or Meeting.
 - Feel free to follow up with every person you send a cold email to.
 - Maintain the same subject lines throughout.
 - If the team is small, email one person.

F. Productive Networking Conversations.

- How To Handle A Networking Meeting Once It's Scheduled.
 - Offer to cover the cost of the person's coffee and thank them for taking the time to meet with you.
 - Be sure to share your elevator pitch, ask for advice on standing out as a candidate, and solicit their recommendations on where you should be applying.
 - Bring a note pad!

G. Effective Thank You Notes.

- The Five Purposes Of A Thank You Note.
 - To thank the person.

- To let them know their advice was helpful.
- To remind them how they offered to help you.
- To let them know you'll stay in touch.
- To let them know you're helpful as a person.
- Rules For Sending Thank You Notes.
 - Always send a note within 12 hours of the coffee meeting or phone call.
 - Make sure you edit for grammar, typos, and misspellings!

H. Networking As A Lifestyle.

- Keeping Your Network Warm.
 - Check-In on a semi-regular basis to keep the right people in your life
 - The holiday check-in.
 - The summer check-in.
- Leveraging Twitter.
 - Twitter grants you access to people and organizations that are otherwise impossible to reach.
 - Make sure your handle is aligned with your name.
 - Delete anything unprofessional.
 - Connect with targeted individuals through a process of following, re-tweeting, and tweeting at the individual.
 - Develop a strategy for connecting with specific individuals who can help you professionally.
 - Check out my Twitter tutorial for more specific tips and strategies for maximizing your social networking efforts.

I. Expectations and Mindset.

- Take A Mantra of High Intention, Low Attachment.
 - If you're getting hung up on certain names of people you've emailed or jobs you've applied for, you're not sending enough cold emails!.
- You Don't Want Everyone To Respond To Your Cold Emails.
 - The only people you really want to hear back from are the other networkers, not the people who will meet with you one time and then fall off the face of the earth.
- Networking Is A Way Of Life.
 - You don't need to spend your life being "on", but you need to be open and available to your next conversation, wherever it takes place.
- Networking Is Giving, For All Parties Involved.
 - Ask yourself: How can I lift others as I climb?
 - The people who help you are aware of how you could be helpful to them, now or in the future.
 - The more people you know, the more people you can connect!
- Networking Is All About Your Energy.
 - Our actions and energy are felt by others, regardless of proximity

RESOURCES

- Susan Cain, Quiet: The Power of Introverts In a World That Can't Stop Talking.
- Keith Ferrazzi, Never Eat Alone.

Formula To Write a Cold Networking Email

ITEMS TO INCLUDE:

- How you found the person.
- A light apology.
- Authentic flattery.
- Your current status.
- The ask (coffee/phone call).
- The resume.

POTENTIAL BOSS EMAILS - WHEN THERE'S NO JOB POSTED, AND YOU'D LIKE COFFEE OR A PHONE CALL.

Hi **{Their name}**,

I found your name while researching **{insert their company}**, and thus I hope you don't mind me reaching out! I find the work that you're doing to be incredibly **{insert flattery}**, and am hopeful to transition into a similar space. As someone who has done so well, I'd love to learn more about you.

Are you available for a quick call or coffee? I can make myself available at your convenience and could come to you. **{if you have a stringent work schedule, state your availability here, without being too complicated}**.

Attached is a copy of my resume so that you have an idea on my background. I look forward to connecting!

Best,
{Your name}

WHEN THERE'S A JOB POSTED AND YOU APPLIED...

Hi **{Their name}**,

I found your name while researching **{insert their company}**, and thus I hope you don't mind me reaching out!

I recently applied to the **{insert job title}** vacancy, as I'd be very excited to be a part of your team. The work you're doing on **{insert projects}** is really inspiring!

If there's anything I could do to stand out as a candidate, please do let me know! I'm completely inspired and hopeful for your consideration.

Attached is a copy of my resume.

I look forward to connecting!

Best,
{Your name}

HUMAN RESOURCES EMAILS - WHEN THERE'S NO JOB POSTED, AND YOU'D LIKE COFFEE OR A PHONE CALL.

Hi **{Their name}**,

I found your name while researching **{insert their company}**, and thus I hope you don't mind me reaching out! I'm absolutely fascinated by the work that **{insert company}** is doing, and would so appreciate your consideration for any vacancies on the **{insert bucket 1}** or **{insert bucket 2}** teams.

If there's anything I could do to stand out as a candidate, please do let me know! Attached is a copy of my resume.

Best,

{Your name}

WHEN THERE'S A JOB POSTED AND YOU APPLIED...

Hi **{Their name}**,

I recently applied for the **{insert title}** vacancy, and thus I hope you don't mind me reaching out to follow up on the status of my candidacy. If there's anything I could do to stand out as a candidate, please do let me know.

I'm really inspired by the work that **{insert company}** is doing, and would love to be a part of the team. Attached is a copy of my resume.

Best,

{Your name}

WHEN YOU ARE LEVERAGING AN EXISTING 1ST CONNECTION.

Hi **{Their name}**,

I hope you are well! I was recently researching **{insert company name}** and I came across your name! You may remember we worked together at **{insert previous company name}**, so I hope you don't mind me reaching out. Wow, I can't believe it's been 5 years!

Since leaving **{previous company}** it seems you've made some incredible steps in your own journey - I see you have **{insert flattery}**. I am currently also looking to make a transition into a similar space, and would love the opportunity to ask you a few questions about your experience.

Are you available for a quick call or coffee on Thursday morning? I can make myself available at your convenience and could come to you. Alternatively, I'm open all day on Monday. Feel free to list some times that work for you if neither of my options do!

Attached is a copy of my resume so you have an idea of what I've been working on since **{previous company}**.

I look forward to re-connecting!

Best,

{Your name}

Formula To Write A Networking Email To A Connection

WHEN YOU ARE REACHING OUT TO A 2ND CONNECTION.

Hi **{2nd Connection's Name}**,

I noticed via LinkedIn that we are mutual friends with **(name first degree contact)**! She is wonderful, so you must be, too! I know her from **[insert how you know the mutual friend]**.

I'm trying to get in touch with Jane Smith **{POC}** at **{Insert Company}**, and I see that you're connected on LinkedIn! If it's not too much to ask, and Jane is actually someone you're in touch with, I'd be so grateful if you could link us via email. I'm interested in transitioning into a similar space and I think the connection could be mutually supportive... I would certainly be very respectful of her time!

I wrote a quick email below for you to use if you are able to connect us! Of course feel free to edit it as you see fit! Just trying to take the work out of it for you.

Thanks for your help! And as always, let me know if there is anything I can do to be helpful to you.

Best,

{Your name}

Hi Jane,

{Your name} is a mutual friend of mine who is currently transitioning into **{job function}**. **{Your name}** is excellent at **{1-2 key strengths / skills you would utilize in this job function}** and is hoping to learn more about your experience at **{insert Company}**. She thinks the conversation could be mutually beneficial! Would you have a quick 15 minutes to chat with her and answer a few questions?

{Your name}, I'll let you take it from here.

Best,

{Your 2nd Connection's Name}

ONCE YOUR FRIEND HAS MADE THE INTRODUCTION, YOU WILL WANT TO FOLLOW UP WITH AN EMAIL THAT IS SIMILAR TO YOUR COLD EMAIL TEMPLATE BUT EMPHASIZES THE CONNECTION.

Thanks for the introduction, **{Your 2nd Connection's Name}**!

Hi Jane,

As **{your friend/2nd connection}** mentioned, I am currently transitioning into **{job function}**.

I find the work that you're doing to be incredibly **{insert flattery}**, so I hope you don't mind that I wanted to meet you. I would love the opportunity to ask you a few questions about your experience at **{insert Company}**.

Are you available for a quick coffee **{or phone call}** on Thursday morning? I can make myself available at your convenience and could come to you. Alternatively I'm open all day on Monday.

Attached is a copy of my resume so you have an idea of my background.

Best,

{Your name}

Formulas To Write Follow Up's & Thank You's

FOLLOW UP EMAILS-FWD INITIAL EMAIL, AND THEN WRITE:

Hi **{Name}**,

I imagine you're incredibly busy, and thus I just wanted to follow up on my email below! If you're available for a cup of coffee or a quick call, I'd love to connect. Have a great week!

Best,

{Your name}

THANK YOU EMAILS

Hi **{Name}**,

Thanks again for taking the time to connect with me today! Your advice was incredibly helpful, and I'll be using it without a doubt as I transition. I also can't thank you enough for connecting me to your friend Jon **(sp?)** at **{insert company}**. I'll keep an eye out for the introduction.

I'll keep you posted on where I land! Please do reach out if there's ever anything I could do to be helpful to you, too.

Best,

{Your name}

Formulas To Write Emails To Maintain Your Network

CHECK IN EMAILS TO MAINTAIN YOUR NETWORK

1. During the holidays...

Hi {insert name},

I just wanted to drop in to wish you a happy new year! The holiday season always makes me reflect on the year, and you're someone who really stood out as being helpful and kind during my search.

{insert 1-2 lines update here- Since we last spoke, I accepted a job at.... And have been so happy.}

I hope {insert the new year} brings you all you could ever need! Always feel free to reach out if I could ever be helpful.

Best,

{Your name}

2. During the summer time...

Hi {insert name},

I hope this message finds you well! I was doing some research at my desk and came across this article that made me think of you: {link}

I remember when we had coffee you {insert something personalized}! Perhaps we can link up for coffee again soon? Do you have any availability?

Always reach out if you need anything.

Best,

{Your name}

Formula To Write A Cold Networking Email

LINKEDIN MESSAGE TO ALUMNI

Hi **{Insert alum name}**,

I found your name while researching fellow **{insert school}** alums in **{insert city}**, and thus I hope you don't mind me contacting you. I am hopeful to transition into **{insert bucket 1}** or **{insert bucket 2}**, and would love to connect with you to learn about your work.

Are you available for a quick coffee? I can come to you.

Best,
{Your name}

RANDOM EMAILS-EMAIL TEMPLATE FOR REACHING OUT TO SOMEONE YOU MET A COUPLE OF TIMES, AND CONNECTED WITH.

Hi **{Insert name}**,

I hope all is well! It's been a while since we met at **{insert where you met}**! I wanted to reach out to connect with you about **{insert their company or industry}**... I'm in the process of transitioning, ideally into a **{insert bucket #1}** or **{insert bucket #2}** role, and would love to learn more about your company (and you!). It seems like an incredible place to be.

Are you free for a quick cup coffee? Best,
{Insert your name}

EMAIL TEMPLATE FOR AN OLD ACQUAINTANCE.

Hi **{Insert name}**,

It's been a while! I hope you're doing so well! It sure looks like you are.

Anyway, I was hoping we could grab a coffee soon, if you're available in the next couple of weeks? I'm hopeful to transition ideally into a **{insert bucket #1}** or **{insert bucket #2}** role, would love to learn more about your work. Ideally, we could also catch up!

Attached is a copy of my CV so that you can see what I've been up to. Best,
{Insert your name}

Headhunters

WHAT'S THE DIFFERENCE BETWEEN A HEADHUNTER, RECRUITER AND A SOURCER?

- **A headhunter** is an individual (perhaps a solopreneur or someone in company) hired by another corporation to locate a suitable candidate with a certain skillset. Corporations hire (and pay!) headhunters to fill job openings they have, often those that require lots of their time to fill.

Headhunters exist in all industries, looking for functional roles - CEOs, administrative assistants, analysts, etc. They're great to work with, but they're only interested in talking to candidates that align with the openings they're trying to place. It's great to be on their radar, but don't expect to network with them. They get paid when they place you in a job, so there's a high incentive for them to help you if you fit the bill!

I highly recommend using LinkedIn to search for headhunters who fills the jobs you'd like, and send them your resume. There's no harm in it! Sometimes they'll land you a job you want, if you fit the bill of what they're looking for.

- **A recruiter** is an individual hired by a corporation to fill positions that exist within a company. If they're having a challenge finding talent, they may resort to hiring a headhunter! The company may directly employ them or perhaps they are a contractor working for the company, always to fill internal positions in the company they work for.

- **A sourcer** is tasked with finding the specific name, title and contact information for someone. They're often also called a researcher as well. Recruiters and headhunters use sourcers for support when getting started in looking for candidates.

Networking In Washington, DC For The Politicos

While networking is an industry and gender-neutral tool to learn, networking in politics is a different animal! Between Capitol Hill, government agencies, security clearances and events, I have some resources and insight to share on how to specifically navigate DC.

This falls under two categories:

- Networking for a job while you live in DC.
- Networking for a job in DC, while you live elsewhere.
- Security clearances.
- Government Contractors.

PART I: NETWORKING FOR A JOB WHILE YOU LIVE IN DC

Join events email lists. The best events to attend in DC include those at the US Institute of Peace, Brookings, Carnegie Endowment, Young Professionals in Foreign Policy, Washington Network Group, Women in International Security, CATO, Women in Homeland Security... The list goes on.

While you should join all of these lists, you should especially sign up for the events list from the Heritage Foundation. The person in charge of this list is Sean Kibby (sean.kibby@heritage.org), who provides a comprehensive weekly list of what's going on in the capitol.

Decide which events to attend - FILL your calendar. So, I'm guessing that you don't have the time to attend every single event in the city unless you're some real housewife of DC living a whole new level of the dream. Accordingly, you should carefully decide on what events are worth your time. I find that the list of panelists, combined with your general career interest in the topic, is the best guide to narrow it down.

Also, I suggest maintaining a networking quota. Those who are not job hunting are advised to maintain their network by attending these sorts of events twice a month. Active job hunters are advised to pack their calendar with as many of these as they feel comfortable doing. The more, the better, needless to say.

Introduce yourself to panelists... And get there early. FACT: at the end of any event in DC, there's going to be a swarm of hungry networkers headed straight to the panelists... But here's the thing: most people don't get to the event too early, despite that being the time when the panelists are roaming. Get to important events early to find your place, and introduce yourself to the panelists.

If you can't get there early, know that the wave of boldness coming from all the networkers headed to the panel table does not necessarily mean that they are excellent networkers! This is where and when you get to stand out, and you can stand out by showing the panelist that you connected with their insights, and you know about them (hello, research prior!). This is why I always recommend taking a couple of notes on the panelists that interest you. Believe me, if you show the panelist that you connected with their presentation, and you introduce yourself from a genuine place, they will remember you.

You can then move into step 4.

Follow up via email. This is a crucial step, and Module 4 provides you with the tools to find emails, while Module 5 helps you write emails... Obviously, asking for a card would be an easy route, but if you are afraid to do this for

whatever reason, it's okay.

It's so key you reconnect with the panelist, let them know what you learned from them, and you make the big ask for coffee. These are the people who can change your career.

Look up career fairs. There's the Corporate Grey career fair, the Defense Systems & Intelligence fair, local college career fairs, the Women for Hire career fair, and more! It's powerful to show up for these, and know that even when some of them encourage security clearances, the fine print may tell you that you can still attend without one.

The more events you go to, the more coffees you get! You'll find that these kind net- workers will refer you to their contacts, automatically expanding your network. Use your insights from Module 2 on how to have a networking conversation so that when you're at that coffee you can be yourself, yet still benefit from ACTION in your job hunt!

PART II: NETWORKING FOR A JOB IN DC, WHILE YOU LIVE ELSEWHERE

Know that all your coffees will be phone calls. If you nail your elevator pitch (Module 2), then your networking efforts in Module 4 and Module 5 will translate into beautiful, productive phone calls in your job hunt. It's important to let the person you're speaking with know that you're moving to DC in a certain timeframe, so they take it seriously. If you use the networking conversation model (as shared in Module 2), it'll support you in having a conversation that brings results and new contacts into your life.

Change your resume address, if you have a dear friend or family member in the area. It's no secret that people will get your cold email (as shown in Module 5), expecting to see your resume. When they take a look, it's undoubtedly beneficial for them to see an address. If you don't have any close family or dear friends you'd stay with in the area, it's best to stay honest and keep your current address listed. Nonetheless, it's good to share that you have a place to stay, as that enables the networker to feel like you're not so far away.

Capitol Hill doesn't have two POCs (a la Module 4). In Module 4, you learn the art of reaching out to two key contacts in each organization that interests you: HR and your Potential Boss (PB). This works well for the corporate world and in government agencies, but it doesn't work for jobs on The Hill. When networking your way into a job on Capitol Hill, you'll want to always reach out to the Chief of Staff. This is the best POC, and there's no need to find others in each office.

TIP: I highly recommend you connect directly with your state's Congressional office first. On Capitol Hill, the officials love to hire people from their home state, and they favor them.

On the other hand, if you're networking for a job in your state government, then the right POC to reach out to is the Office Manager.

Schedule a week- long binge to network in DC. As you continue to job hunt re- motely for a job in DC, you'll find that you're getting lots of traction (email replies, phone calls, referrals to other people). At that point, it's a great idea to plan a brief trip to DC, be it for a week or a few days. Using your vacation time to go out there and network is powerful, as you'll be able to connect directly with people in the city, and you can schedule meetings back -to-back for your short time.

As always, take a look at the events lists (seen in Part I), and register for all the events you feel comfortable attending. Promise yourself to network, and let all the fellow networkers know in your cold email that you're in DC during specific dates. This in-person experience will shift the dial.

Look up career fairs. See #5, PART I. It could be smart to schedule your DC trip around a career fair!

If you decide to move to DC, and you're a young woman, look into TMH - DC for temporary housing. It's affordable, provides food and centrally located. It's an incredible start for you to get the lay of the land, and save up for a full-time lease in town. See here: <http://www.tmhdc.org/>. If you're a young man, I highly recommend looking for a sublet on [www.padmapper.com!](http://www.padmapper.com/)

PART III: SECURITY CLEARANCES

You can't get a security job without a clearance, but you can't get a clearance without a security job to give you one.

...What came first, the chicken or the egg? So confusing.

Here are some thoughts to consider if you're looking to transition into security.

The government job portal - USAJobs.gov - is a black hole. Leave it to our government to have a digital abyss as an application portal. I know a few people who got jobs from this website, but they are few and far between. This application portal favors people with prior government service - be it in the military or in an agency - so know that it's more important than ever to your applications to honor key words from the job announcement.

Government contractors are more likely to give you a clearance. For the right talent, a smaller government contractor (the larger are known to be more picky!), will put the money behind giving you a security clearance. A Secret level clearance can cost them thousands of dollars, and a Top Secret clearance can cost them in the range of \$100k. Nonetheless, small contractors are looking for talented hires, and while they're often less stable in their contracts (lay-offs can happen), the security clearance will set you up for more income, and more job security. If you find a job that gives you a much-needed clearance, and you're excited about it, TAKE IT! A clearance is invaluable, as less than 10% of government employees have one, and even less have a TS level.

PART IV: GOVERNMENT CONTRACTORS

The back door to getting security jobs is through government contractors. This is the biggest thing I learned, and it's transformational for your job search if you don't know about it. Because our government is broke and non-committal (sorry, opinion injected), the reality is that it relies heavy on private companies to do projects. These projects can last as little as months, and as long as decades. Each private company, or contractor, often focuses on different aspects of the government

There are contractors that focus on defense, intelligence, diplomacy, development, engineering, and more. The job postings, when involving.

The job postings, when involving a clearance, will make no sense. Why? Because the nature of national security lends itself to privacy. For this reason, you have to first learn what companies do what contracting work, then you'll have a better understanding of the types of jobs they're looking to fill. Until this point, expect to be confused when you're reading contractor job openings. Don't assume they're not for you because they're senseless.

Use your LinkedIn tutorials as a resource to learn what government contractors exist. If you play with your keyword search terms on LinkedIn, you'll find that people inform you on their profile that they're at the Department of State, or Department of Defense, yet their company listed is a contractor. If their job interests you, chances are their company (the contractor) is hiring for more people in similar bureaus and agencies.

Know that contractors sometimes try to fill jobs before they even win the contract. If you're contacted by a private company looking to interview you for a contract they haven't won yet, know that the contract for work is SO not in the bag for them yet. They're basically asking to interview so they can submit your resume as someone who would be on the contract.

LIST OF CONTRACTORS (THERE ARE SO MANY MORE – YOU MUST RESEARCH

- **PRO-Telligent:** Known to host many contracts for the State Department. They have deals with the bureaus that deal with counterterrorism, the middle east, narcotics, and more.
- **XL Associates:** Known to host many contracts for the State Department and USAID.
- **CGI Federal:** State Department, particularly the Bureau of Consular Affairs.
- **Camber Corporation:** Focused on pre-deployment training programs.
- **LMI Government Consulting:** Variety; many pre-deployment training and administrative support.
- **Academi:** (formerly Blackwater, FYI, Google that).
- **Booz Allen:** They are very demanding, and often require a clearance unless you're the best thing since sliced bread. They have contracts in intelligence, defense, all of it...
- **Accenture:** Often these contracts are less exciting, but that's only what I've heard. Worth still looking into.
- **Toffler Associates:** They have contracts with Department of Veterans Affairs, and many in the intelligence community.
- **Northrop Grummond:** Lots of rocket science, geospatial and defense contracts.
- **Lockheed Martin:** Lots of rocket science, geospatial and defense contracts.
- **Raytheon:** Lots of rocket science, geospatial and defense contracts.
- **IT Shows Inc:** They do work with USAID, and they're very small and willing to clear.
- **Deloitte**
- **TASC**
- **CapGemini**
- **ABBTECH:** Lots of communications and public affairs contracts with the State Department.
- **Triple Canopy**
- **Centra:** Lots of contracts with the Department of Homeland Security.

- **Palantir:** Their software is huge in the CIA, lots of intelligence contracts.
- **In-Q-Tel:** They work closely with the intelligence community.
- **Mitre**
- **CACI:** They have high expectations of their hires; it's common for them to require a clearance.
- **Esri**
- **Navanti:** They have some very exciting intelligence contracts.
- **Pax Mondiale**
- **Aegis**
- **Control Risks**
- **BAE Systems**
- **Tauri Group**

There are so many more - do your research and don't get discouraged by the mystifying nature of their job postings and information! Networking is a bit more difficult if you're looking in the security space given that people have their guards up, but still beneficial and productive.