THE ULTIMATE GUIDE TO SETTING UP COFFEE CHATS THAT LEAD TO JOB OFFERS

(EVEN IF YOU DON'T HAVE A NETWORK TO START WITH)

With Natalie Fisher of www.asknataliefisher.com

WHAT YOU'LL LEARN:

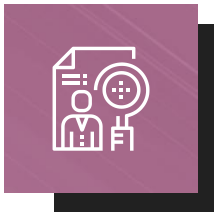
The one misconception about networking that stops most people from advancing their careers

How to reach out to strangers who can help you move the needle in your career path (without being needy, desperate or salesy)

How to get introductions to important people who can help you the most in your career

How to turn a one-time, quick chat into a long-term, career-advancing relationship

How to follow up effectively after the coffee chat or phone call



How to get important people to forward your resume or help you with getting a job interview

How to find almost anyone's email address

THE ONE MISCONCEPTION ABOUT NETWORKING THAT STOPS MOST PEOPLE FROM ADVANCING THEIR CAREERS

The common misconception you probably have about networking (and I have heard a lot more than one) is that you have to 'sell yourself' or maybe that you're 'cheating' if you already have a job but you're looking to make a move soon. Perhaps you picture a guy with too much hair gel trying to get as many business cards as possible. You have an entire association or picture in your head about 'networking' that makes you not want to do it.

Fact: *Networking to get a job is not cheating; it's the science of how information spreads.*

Networking is the new applying. It is the new 'normal' to get a job. I have met with so many people that I still get unexpected job offers from people I met years ago!

Once you get past the uncomfortable-ness you'll be off to the races, and that's what this guide will help you do by providing a structured, step-by-step approach that you can effortlessly follow without having to leave your computer (at least at first.)

Let's get started.

HOW TO REACH OUT TO STRANGERS WHO CAN REALLY HELP YOU IN YOUR CAREER PATH (WITHOUT BEING NEEDY, DESPERATE OR SALESY)

Prepare an honest intro story about yourself. By preparing your brief 'elevator' pitch (no longer than 2 minutes), you'll be relatable, honest and humanizing.

Share a life experience or childhood story that lets them get to know you better and see who you are right away.

Let them know your career interests and how they link to your story

Explain how your intro story and career interests came together and share your dreams for what you want in the future (this is inspiring)! It also allows you to be available to receive because you're kind of asking for what you want.

EXAMPLE SCRIPT & TEMPLATE:

> Here's the trick to contacting new people without sounding needy, sleazy or desperate. Here's a template:

Tell them how you found them ("I found you when I was researching project management.")

A respectful check-in ("I hope you don't mind me reaching out to you.")

A sincere compliment ("I found your experience to be so inspiring for x reason." Mention something specific you admire about them.)

Your current status ("I myself am working towards my degree in x, and I'm so excited for what my future has in store for me.")

Make your request ("I was so inspired by you that I thought I'd ask if you had time for a quick coffee or phone call.")

Attach your resume ("Attached is my resume so that you can have an idea of my background.")

> Thank you,
> -Your name
> That's it. Pretty cool, right?

HOW TO GET INTRODUCTIONS TO IMPORTANT PEOPLE WHO CAN HELP YOU THE MOST IN YOUR CAREER

Getting an introduction is something that you need to plan ahead for. If there's a specific person you want to meet, but you have no connection to them right now, go on Linkedin and see who they are connected to. Then apply the scripts in this guide to reach out to them first.

This is called strategic networking. You're making connections that you'll be able to benefit from in the future.

I had a client say to me:

"I am going to medical school right now, and I need to get a job but, I don't want to just go out and get a job that's not related to my goal to become a doctor--my heart just isn't in it."

The answer to this is strategic networking. It works perfectly in this case because he's building his foundation for his future. He would, for example, go to Linkedin and start doing some research to find the people and the organizations he admires and would love to work for when he becomes a doctor. Then he would work his way down to find out who he can connect with now, while he's a medical student. This will pave his way to getting a job that he can get at this stage of the game, and it will also set him up for having all the right connections when he's ready to use them.

The trick is to stay in touch with people and not just fall off the face of the earth after you meet or talk with them, (which is what most people do). There are 3 key factors that will allow you to start building relationships that will advance your career:

1) The speed at which you follow up

You need to follow up quickly, or they *will* forget you.

I had organized a company event on the weekend, and I was there early to make sure the bouncy castle was set up where I wanted it (I'm picky like that), so the bouncy castle wasn't going to be used for about another hour. I saw a guy walking around the park we'd rented with his kids, and I said, "Why don't you let your kids on the bouncy house before any of my event guests arrive. He was insanely thankful (and so were his kids). As his kids were jumping, around we started talking. It turns out that he is a software engineer, and he does the type of work that my company recruits for, so I had the chat with him. I told him my name and the company, and when I got home from the event I had a thank-you note from him on Linkedin saying that he'd like to set up a coffee meeting if I was available!

I was super impressed by the speed of his response, not to mention that I didn't expect it in the slightest--especially not that fast!

2) The way in which you follow up

In your follow-up you want to reference parts of the conversation that you had in person (if applicable), and the script in this guide shows you exactly how to do that. It personalizes the follow up in a way that can't be ignored, like most follow- ups are!

3) Don't give up too soon

If they don't respond to your first follow up within a week or two, send another follow up. The next one can just be sending useful info, and it doesn't necessarily require a response from them. It can just be simple like this:

Hey, I saw this article about x (I know you'd mentioned it at our chat), and I thought you might like to check it out, no reply required.

-Your name.

This might seem futile, but I'll tell you that if you contact anyone enough you will get their attention. I don't mean in an annoying or stalkery kind of way, but just an "I'm thinking about you, and I think you'll find this stuff I'm sending you useful" kind of way.

The master of sales Chet Holmes, talked about how he could get a meeting with literally anyone. ANYONE. He said it took him 3 years to get some people on the phone, by simply sending them his best stuff every month. Fun fact, he said it took him only 3 months to get Tony Robbins on the phone.

This aside, you're not trying to get Brad Pitt on the phone, but the point is that not only do people appreciate thoughtfulness and persistence, but it's also extremely rare, so when someone does follow through with it, it does work.

HOW TO FOLLOW UP EFFECTIVELY AFTER THE COFFEE CHAT OR PHONE CALL

The follow up script I'm about to share gives you a reason to stay in touch with people you've talked to once. By doing this, you're taking steps in establishing a relationship, which is exactly what leads to job offers down the line. These scripts are examples from real networking emails I've sent, and notice how it just feels like I'm talking to another one of my friends.

The process is like planting seeds. You plant as many seeds as you can, and you never know when one of them will be ready to produce fruit. When you use this, you won't come off as sleazy, salesy or desperate because you're truly thinking about them, and caring about what they would want first.

A simple "thank you" message isn't enough. Everyone sends that! How do you go beyond that to make those big guys actually want to help you?

Here's how:

HOW TO FOLLOW UP EFFECTIVELY AFTER THE COFFEE CHAT OR PHONE CALL

1) Thank You (same day)

Hi Hilary,

I really enjoyed meeting with you today and sharing stories about company events. I'm definitely going to check out that catering company you mentioned and possibly use them next time! I'll let you know how it goes, and of course, please let me know if there's anything I can do to pay you back!

-Natalie

Comments: Notice the thank you, but also a reference to a specific things we talked about and the particular action item I'm going to be taking (showing that I was fully engaged and paying attention to what she had to say). This email ends with a friendly offer to help and asks nothing of Hilary.

2) Add Value (1-2 weeks later)

Hey Hilary,

Saw this article in the Local Tech Newspaper and it reminded me of what you said about small start-ups not putting enough focus on their HR practices! No reply needed, just wanted you to see this, because it's EXACTLY what you had basically said when we talked! I think you might have a bit of psychic in you or something.

-Natalie

Comments: This email is where things start to get surprising. The Person who gets it likely didn't expect to hear back from you, since almost nobody follows up beyond one email. In this email, I'm sending Hilary a valuable and interesting resource, perhaps one she can use to show her manager or co-workers to say, "Hey, look! I was right." It can be any piece of material — an article, blog post, photo, whatever — of something you KNOW that she will find interesting. Plus, it doesn't hurt to compliment her if at all possible.

How do you know what she'll find interesting? Because during your meeting, you were paying attention.

Finally, pay close attention to the phrase used in the last sentence: "No reply needed." This is great for a busy person's ears. For example: I get 100+ emails/day, and do you know what most of them want? They want something from me. When you can say "No reply needed," and send me something I find fascinating, and I now love you. It's that simple.

HOW TO FOLLOW UP EFFECTIVELY AFTER THE COFFEE CHAT OR PHONE CALL

(2-3 weeks later)

Hi Hilary,

I wanted to give you an update: I did end up hiring that catering company, and I dealt with Mary, the owner. You were totally right — they were amazing (and reasonably priced)! They are definitely a fit working with us, and we're going to contract them on a larger scale for our next user conference, where we're expecting at least 200 people. If there's anyone else you think I should speak to, please let me know.

Thanks again! I'll let you know how it goes.

-Natalie

Comments: Here, I show Hilary that I actually took action on what she suggested. This is an instant 'stand out' moment from 99% of other people. Notice I named specific names, let her know if she was right etc.

In the last 3 sentences, there are also 2 other things happening. What are they?

The simplicity of this follow-up sequence technique contradicts its effectiveness. It seems so simple and obvious — until you use it. Then its true magic is shines through.

HOW TO GET IMPORTANT PEOPLE TO FORWARD YOUR RESUME OR HELP YOU WITH GETTING A JOB INTERVIEW

You've got an informational interview at your dream company, yet you know you're not supposed to apply for a job right away. So, what do you do? How do you turn this info session meeting where you're asking for advice into an invitation to apply for a job?

Enter the follow-up sequence technique.

By carefully using my scripts and tweaking them for your needs, you can turn yourself from a frustrated job-seeker, going from meeting to meeting, into a top performer who easily demonstrates why they're different than all the other people someone has met with. In the end, when properly implemented, the follow-up sequence makes the people you meet WANT to recommend you, help, or even hire you--and it's totally ethical and transparent.

How to find almost anyone's email address

- 90% of email addresses are searchable
- Finding email addresses is a muscle that you'll build and get accustomed to flexing, and it'll become easier each time
- Emailing is more effective than Linkedin messaging due to the fact that people don't see a Linkedin message as the same way they see an email in their inbox. The reason for this is it's sitting right in front of them, and that's where all their priorities are.

HOW TO GET IMPORTANT PEOPLE TO FORWARD YOUR RESUME OR HELP YOU WITH GETTING A JOB INTERVIEW

Step 1:

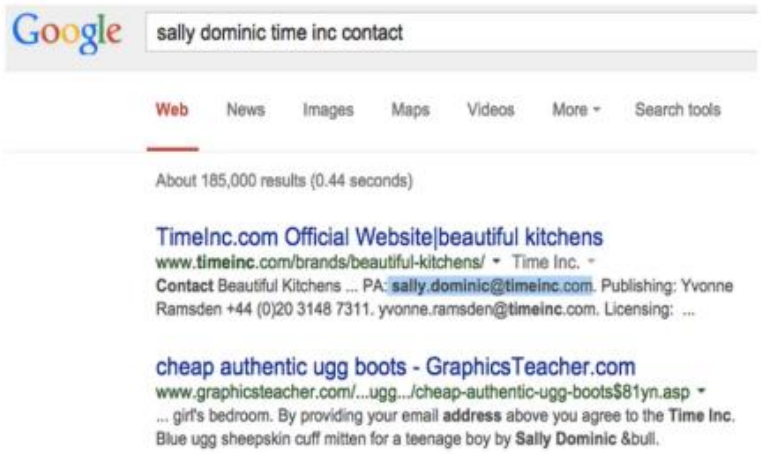
Go to the company website contact section. Most companies have a contact page. Check if an email is listed there. If so, then you have the template for example info@xmatters.com If you can find the back half (by back half I mean the @xmatters.com part) in the contact section you've done half the work.

Step 2:

Enter the company name into Google with the word 'email.' I like to find PDFs on the internet that includes someone's contact information perhaps for an event or conference. Open a PDF and use control-F to see if you can find the word email, or the person's name or the company name, or @ whatever you found on the contact page--anything that will help you find an email in that PDF.

Step 3:

Enter the company name into Google with the word 'contact.' This is a great way to see what comes to light, and perhaps their email is up on Google.



HOW TO GET IMPORTANT PEOPLE TO FORWARD YOUR RESUME OR HELP YOU WITH GETTING A JOB INTERVIEW

Step 4:

Enter the first and last name of the person you're looking for with the word 'contact.' This will help Google understand what you want, and help you find what you need. Google has a smart engine, and it's there to give you clues. Google wants to help you find what you're looking for, and it will work with you to help you find it.

Step 5:

Enter the first and last name of the person you're looking for with the back half of the domain (@xmatters.com) once you've found the back half of the domain, all you need to do is find the email of anyone who works for the company so that you can find the structure of the email. You don't have to find that specific person's email just the structure of any email. For example, nfisher@xmatters.com is how xMatters does it, and with that information you could easily email anyone at xMatters.

HOW TO GET IMPORTANT PEOPLE TO FORWARD YOUR RESUME OR HELP YOU WITH GETTING A JOB INTERVIEW

Step 6:

A lot of companies post press releases, but don't look at the ones that the company puts out themselves. Instead, try to find the ones that they hired a company to put out for them. Type in company name and the words 'PR news wire' or the word 'Press release' with the word 'contact' to jog the search engine.

You can use Linkedin to search for a company's public relations person, communications person or publicity director.

Browse through any PDFs

Check out sites like Zoominfo and lead411 (They can often give you a hint at the person's email)

If anything comes up on these sites that is new info, type it into Google.

Give the search engine more info about the emails it's looking for, and it *will* help you.

Once you've done this a few times, you'll get very speedy at it!

There are only so many choices.

Figure out the format, and plug the name in.

First.last@domain.com
First_last@domain.com
firstlast@domain.com
Firstinitiallastname@domain.com
Firstname@domain.com (smaller companies)
lastname@domain.com

Additional Tools:

http://metricsparrow.com/toolkit/email-permutator/

THANK YOU !

Please feel free to email me at natalie@asknataliefisher.com with any feedback on this Guide. Any 'aha moments' or big wins? No win is too small. I'd love to hear all about them.

Thanks for being a part of my community.

In Work & Life

I've got your back

– Natalie Fisher