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## Good subject line for informational interview request

Published August 11, 2020 under E-mail Strategy While networks remain the main tool for finding jobs, about 25% of professionals are not currently on the network at all, according to one study. It's a big missed opportunity, whether you're actually looking for a job or not. Networking is more than landing new positions. It is also used in other business aspects, such as internal networks. There is employee networking software that ensures employees collaborate more often, communicate regularly and learn how they can be valuable to each other. Networking is also valuable for mentoring, expanding knowledge, earning speech opportunities or any other professional development. Even better, networks don't have to mean attending time-consuming - and often awkward - in-person events. You can network as effectively by email if you know how to do it. Online email content is important, for example, according to Enterprise Resource Planning (ERP) software provider MRPeasy, they only work on 1 in 10 suggestions that they receive. ADD\_THIS\_TEXT50 Networking Email Theme Lines TryNo Sure How to Start Email Networking? The following 50 email network topic lines should give you a lot of inspiration:[Mutual acquaintance] advised me to reach out Do you know [probably mutual acquaintance]? Can you introduce me to [the connection]? Fellow [city resident] who would love to connect Withfellow [to add interest here], who would love to connect Loved your contribution [publication]Fellow Chamber of Commerce member who would love to connect withFellow [a member of the program] who would love to connect With your recent article blew me offFellow [graduate school], who would love to connectJust I enjoyed my interview [source]Really [recent blog post]What a great post on LinkedInSaw sa TwitterSa were impressive You surprised me I think that you love this articleNew connection [event]After [event]Nice meet you [event]It's [name] from [event]Recovered [event]? Can you catch [the occurrence] at [the event]? I hope you enjoyed [the event]Can we meet before [the event]? Is [the event] worth it? What can I do for you? Can you help? I'm a little lostWhat do you think [of the news event]? Do you have any advice? Can I buy you some coffee? Free drinks? Free for lunch? Do you have time for [meeting request]? Good location Happy birthday! All summer travel plans? Congratulations promotionJust I wanted to pass on my congratulations prize Congratulations nominational suggestions? All the suggestions [in the city]? Have you tried [this restaurant] yet? What is your favorite [theme] book? What is your best tip [topic]? How can I thank you? Remember me? 3 Networking Email Best PracticesIf you have chosen the subject line, keep the following networking email tips in mind:1. In your Subject Line ShortYou will notice that most of the subject lines listed above are short. Often they are not more than 2-3 words. It's intentional. Take it as a thriveHive: Don't force readers to dig through their subject line to determine if it's important to them. This applies to whether you are writing an e-newsletter or an advertising offer. Try to keep the subject line up to 50 characters. Extend the same respect for your recipients' time to your e-mail body copy. Although there are more than 50 characters to work here, don't beat around the bush or make multiple requests in the same message. Be blunt and get right to the point. The people you're trying to network appreciate your brevity.2. Know when SendResearch by Yesware found that 58% of the tool's cold emails go unopened. And while a lot of research claims to have found the perfect time to send, the reality is that not having a predetermined best time is going to be relevant to all people. For example, one study says that the time of day with the highest open rate is 2 p.m., while another says the best time to send an e-mail is from 08:00 to 10:00 and 15:00 to 16:00. The puzzle becomes even more complicated when you take time zones into account. Email scheduling tools allow you to write emails now and schedule your emails delivered just in time to recipients. The best thing to do is experiment and try to find the best time of day for your recipients - and again, there probably isn't a one size fits all the answer. Any good cold email tool should offer you many opportunities to try different program guides. (Image source) 3. Make ConnectionOne a way to improve open rates for your cold networking emails? Make them a lot less cold. To get the most answers, design your own email marketing strategy in a way that personalizes communication, humanizes the tone and recognizes topics like special holidays. Take the subject line example. Have you tried [this restaurant] yet? Using this line only works if a) know the cities where your recipient lives or often travels, and b) know that they enjoy the dining room. Ideally, you even know which restaurants they enjoy so that your application reads genuine. Some of this information is served through personal connections. Amy Copadis, writing in The Copper Chronicle, suggests: Let's say you recently attended an industry event. Maybe a glimpse of your intended recipient's LinkedIn profile shows that they were also at the event. In this case, you can add the event name to the subject line of your online email. Keep an eye on your social media to find common ground. What things do they share or who they most often mention? You can use a variety of social media analytics tools to quickly identify these patterns. Use these insights in the outreach process so that you get the highest possible response rate. What if you send someone new? Do your homework e-mail addresses (either manually or using a tool like Voila Norbert). With a little research, you should be able to discover: the name they go by, How they prefer to be addressedGeographic InformationEvents you've both participated inthe topics they're interested in using this information to make your networking emails feel more personal - even if you've never actually met before. And if you're having a hard time getting it right, try to get some professional email marketers to consider. ADD\_THIS\_TEXTSending Better Networking Letters Sending cold sales emails is a numbers game. Only a fraction of your recipients are likely to take you with your offer — sending more increases the likelihood that you'll reach their target customers. Online emails, on the other hand, are all about quality. Take the time to do your homework and set the messages that are best for your recipient. Your results speak for themselves. Do you have another online email subject line to add to our list? Leave your favorite comment below: Informative interviews have a number of things going against them. They sound boring, inefficient and most importantly hard to get. But in fact, they're not hard to get at all and, if leveraged effectively, increases your chances of finding and considering jobs, especially hidden ones. Unfortunately, many job seekers do not request interviews properly and as a result actually turn off or lose the interviewee in total. Here are eight secrets to effectively request and successfully get informative interviews: 1. Post. Don't Call. Sending an email or message through LinkedIn allows the recipient to choose whether to reply in their free time and not interrupt their schedule. 2. Make grammar for your new best friend. I know we all use spelling checks nowadays, but honestly, correct everything and everything you write to a time professional. It doesn't matter how well they write, they have a job and you don't yet, so make sure all punctuation is perfect. If possible, ask someone else you trust to read outgoing messages to these professionals simply for an external perspective. This is especially important if English is not your first language. 3. Hook them up in your subject line. No matter how you know the person you want to contact, the subject of your message must be personal and direct to catch your attention and move them to read. If you don't know the identity, consider John – Question Student or John – Request an informative interview. If you know them, I recommend John - Request Chris Perry or if you do not know them personally but went to the same college or have something in common, I recommend something like John - Application W&M Student. 4. Briefly introduce yourself. In the briefly first paragraph, indicate your name for who you are and what you are doing. Remember, busy people don't have time to read for long. Keep it short, sweet and dot. 5th Command common. If someone who knows them has directed you or you have something important in common with the person (i.e. college, professional organization), be sure to include it at the end of your first paragraph or at the beginning of the second paragraph. A stronger connection or connection between both of you can only help you get an interview. 6th They know you want a job, so don't ask for one! In the next paragraph, you will submit a request for a direct interview; but DON'T ask them in advance for help to get you a job at your company because they already know that you are interested in the possibilities of your company or you would not contact them. I suggest you make it more of them and ask them for the opportunity to talk about their careers, how they got involved in it, their company and/or its culture. 7. NEVER SEND YOUR CV TO THEM FOR YOUR INITIAL APPLICATION. It seems blatant and reckless and your RESUME just means that you expect them to take the time to check it out and more time to send it to the right person before they've even had a chance to yes or no to your request. When you send them an email, add a link to your LinkedIn profile to your signature, and when you send a message through LinkedIn, it's not necessary because you're already on that network. Let them be the ones asking you for more information. 8. Do not forget your contact details. That's how you look good, but they can contact you no matter how they prefer. You can even tastefully add a link to your LinkedIn profile, personal website, or other support media online. It's more appropriate than a CV because it offers them the opportunity to look for more information about you. Chris Perry, MBA is a Gen Y brand and marketing generator, career search and personal branding expert and founder of Career Rocketeer, Launchpad, Blogaristo and more. More.

