CONNECTIONS

Cross Pointe Career Ministry
February 12, 2015

You've found a person you want to contact. Now, how do you connect?

1. Know your story. Why are you trying to connect? Hint – NOT to ask for a job!
   - You are seeking information and advice
   - You have some affinity
   - You want just a few minutes

2. Ideal: Send a letter of introduction, asking for a telephone connection, to request a personal visit.
   - Very simple letter. How we're connected, seeking advice, NOT asking for a job or even expecting you to know of any. I will call {a few days in the future} and will only take a few minutes of your time
   - Decent stationary, customized (Office store laser printing is sufficient)
   - If you have a concise "tag line" that fits your messaging, this is a good time to use it

3. Script your call. Be ready for voicemail. Short and to the point. "Following up on letter I sent, would like to speak with you briefly."

4. If you do get voicemail, be sure to leave clear contact info (twice). Practice being clear and easy to reach. But, don't set high expectations for callbacks

5. Continue to follow-up ever 4-5 business days until:
   - You are successful
   - You've exceeded the time / value of this connection (4 or 5 tries for most)
   - NEVER complain about lack of response or mention previous contacts. Take the high road every time. "Following up on letter I sent … would like to speak with you briefly…"

Notes:
- Do you speak clearly on the phone? Practice! Leave yourself some practice messages, have others review
- NEVER take your resume to an informational meeting! If asked for your resume, you always have the option to follow-up later
- Your LinkedIn network is your key to connecting. Keep it growing. Find other connectors. {hint: invite me}
- When sending LinkedIn invites, NEVER use the default text. Always give the person a good reason to connect, or a reminder of how you know each other or have previously met

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How may I serve you today?

Bonus material: Search like a pro

Search syntax:
- The "-" (minus) parameter: reduce your search results
  Tony Dye –ucla
- OK to have multiple "-" parameters
  erin barnett -cnn -burnett -vaughn –images
- Parentheses, OR, quotes
  **("tony dye" OR tonydye) -"dr doom" -cornerback –itdiscuss
  -tonydye.wordpress.com -tonydye.typepad.com -acertainsound -twitter –ucla
  -"Strong safety"**
- If you can't remember, use "advanced search" from the google search page

Google Alerts: http://Alerts.Google.com/
- You do NOT have to have or use a gmail address! (but you might as well)
- Sadly, Google seems to be dropping this service
- Instead, try: http://www.talkwalker.com/alerts

Google Maps
- **sitel near nashville tn**
- **ikea near marietta ga**
- **amazon near liberty ky**

The SITE parameter: limiting your Google search
- Especially useful for drilling into LinkedIn
- **erin barnett site:LinkedIn.com**
- **courtney site merchandizer zappos.com site:LinkedIn.com**
- Sometimes useful on a company's own site (and sometimes not):
- **courtney site merchandizer site:zappos.com**
- Consider news sites, magazines, newspapers, etc.

Finding email addresses, or at least email formats
(Note: quotes below <u>are</u> part of the search)
- First try: **"joe smith email * * @company.com"**
- Second try: **"email * * @company.com"**
- Third try: **"email * @company.com"**
- Forth try: **"email * company.com"**
- It doesn't hurt to try variations without the quotes and asterixes

Another idea: http://tonydye.com/2014/09/jst-finding-and-validating-email-addresses/
      (just do a search on my site for **finding email addresses**)