

How to REACH OUT

Schedule 15 minutes each week to reach out and catch up with 5 people.

- ✓ Send an article that might help or interest your contacts.
- ✓ Seasonal update -- hope you enjoyed x holiday, here is what I've been up to (brief).
- ✓ Start with a compliment, then ask for a specific piece of advice.
- ✓ Ask if you can observe someone do a specific aspect of their job.

Reaching out to people you don't know well or haven't talked to in a long time:

1. Acknowledge how you met ("As a refresher, we met xyz").
2. Acknowledge what the other person has been doing.
3. Explain what you have been doing.
4. Point out intersections of your lives.
5. Ask for a specific piece of advice.

Don't ask for a job the first time you reach out.

Follow Up:

- ✓ Be sure to thank people for their time within 24 hours.
- ✓ If someone gives you a tip and you follow through on it, let them know.