

# What to Say

## *Scripts*



# Networking Scripts

## Job Seeker Edition

Tested. Proven. Easy to use.

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# Networking Scripts

## Job Seeker Edition

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### How to boost your response rate dramatically

One of the biggest mistakes job seekers make on LinkedIn is this: they ask for too much too soon. Boost your response rate (and fun) by holding off on telling people what you want ... or asking them for help. Focus on building a personal connection first.

DO NOT LEAD WITH THE WORDS “I need a job” ... unless you know the person *really well*. Instead, tell them what you do for a living. If you’re unemployed, guess what: you are still just as skilled as you were before you lost your job. Think about teachers, singers, doctors, etc. They are all just as good at what they do even when they are not on the job. Think about yourself the same way, because it’s true!

### Seek to connect as a person first & watch the leads start to fly

At the end of the day, if you lead with your best version of yourself (say hello, connect as human beings first) and take a real interest in the other person you will see the same kind of success Lauri, Ken and Jennifer did. Let your network rise up to meet you, and before you know it you’ll be entertaining multiple opportunities.

### 5 Keys to your success (to get them to reply)

1. Know what you want: WHAT do you want out of the conversation? What do you hope this person can provide you with? How did you get his / her name (it’s critical to remember who referred you, if you found them by referral).
2. Know what you can offer the other person (how can you help him/her?)
3. Research the person.
  - Do you have anything in common? (Mutual connections, career, college, former employers, community, hobbies, etc.)
  - Has the person done anything public recently (written an article, sung on stage, built a house for Habitat for Humanity, won an industry award)
  - Personality: If you’re getting referred, ask your referral partner for tips on how to connect to this person.
4. Jot down a script (bullet points can work just fine).
5. Breathe. Take your time. And focus first on the other person.

# Networking Scripts ... continued

## What to say the first time you reach out:

- Step 1: Say “Hi.”
- Step 2: “I hope this finds you doing well ... “
- Step 3: Find common ground “I see that we (both know ..., both worked at ..., etc.)
- Step 4: Drop a compliment if there is one to drop (“*I really liked your post about ...*”  
or “*Congrats on that exceptional businesswoman award!*”  
or “*Wow. I love what you’re doing for underprivileged kids*>”)
- Step 5: State your purpose (initially, it’s good to simply ask to connect. Do NOT ask for anything until they reply and you’re chatting. Your first goal is to get them to reply and connect with you ... not to ask for help).
- Step 6: Bonus: If you can think of anything you might be able to offer the other person, let them know that (“I suspect we both call on business leaders. Maybe I can offer some referrals or recommendation to you once I better understand your business.”)

## What to say to people you already know:

To close connections (your immediate network for friends, family, service provider, neighbor, etc.):

- “Hi! How are you? How are the (kids, etc.)?”
- “What are you doing these days for work?”

### PHASE 2:

- “Me? I am now (area of expertise).
- “I help companies (problem you solve)
- “For example. I just helped a company (name something cool you did for a client).
- “Say ... I’m like to connect with more people like (target connections, at companies like ...)
- “Do you know anyone? Have any suggestions or advice for me? (*Shhhhhhhhhhhhhhhhhhh Listen!*)
- “Is there anything I can help you with these days?”

# Networking Scripts ... continued

## *Some inspiring stories for you ...*

**Lauri got a job in 5 weeks through an old contact (me). Here's how:**

I called on Lauri 15 years ago when I was selling IT consulting services. She was an IT Manager. She never bought from me, but we got along well back then. When she got laid off, she reached out to say hello. I had not spoken with her in 15 years! First, we caught up on family. Then we caught up on our mutual careers. Then she told me she had been laid off and was looking for work. I asked what she was looking for. She told me, and I said "I have a great contact for you. Let me make an introduction." I introduced her to Joe. He had coffee with her, and introduced her to a hiring manager inside her company. Three weeks later, she was working in a job she absolutely loves (it's almost been a year, and she still loves it).

**Jennifer got a job in just 2 days through a former coworker. Here's how:**

Jennifer had a horrific boss, and she wanted out – now! She was working 60 hours a week, and was feeling pretty low about her skills after months of being beaten down by her current boss. She knew she needed to get out, and decided to reach out to former coworkers that she enjoyed working with first. Ken was **the third person she reached out to on LinkedIn**. He responded **within hours** and before she could even tell him she was looking for something new he said "Oh, my gosh! My company is hiring! Are you interested? Will you come in for an interview tomorrow?" Two days later, she signed an offer letter. While things don't happen that fast for everyone, it could happen for you!

# Networking Scripts ... continued

## When you have a mutual connection:

LinkedIn connection with a mutual connection:

Stop. Think: is it best to reach out directly, or would it be better to ask one of your mutual connections for a referral? If you think you can get a great referral, consider asking someone to do that for you.

When you ask for a referral, start by asking “I see that you’re connected to Meryl Streep. How well do you know her?” It’s no good to ask for a referral from someone who shook hands once five years ago (or never really met at all).

If you cannot find a good referral, or you don’t want to waste the time, refer to the script below:

## What to say to people in professional groups with you:

- “Hi! What do you do for fun in the summer? (if you want to start out with something fun)
- “What do you do for work?
- “I do (what you do for work)
- “I help companies (problem you solve)
- “I’d like to connect with (target connections, at companies like ...)
- “Do you know anyone like that, or have any suggestions for me? *(Shhhhhhhhhhhhhhhhhhhhh! Listen!)*
- “How can I help *you*?

# Networking Scripts ... continued

## What to say to new people (look for common ground!):

If you can find something in common (same industry or profession, mutual connections, same college, former employer, etc.) lead with that! It's magic! Just yesterday, I sent a note to someone new and led with ...

"Whoa! We have 101 mutual connections, and we haven't met yet? I'd love to fix that."  
She replied to me an hour later and said, "Let's get together." Ta-dah!

Dare to have a little fun. I sent this to someone last week, who replied within minutes:

"We're both SCUBA divers ... so of course I want to know ... where you've been and what's one of your favorite dives? I'll start: Mozambique, Bert the Giant Black Sea Bass. How about you?"

**When the conversation gets to the next level**, it's time to let them know you're on the hunt for something new - maybe! You'll have to judge if it's too soon, or too much to share with someone brand-new.

## Who's Viewed on LinkedIn: This is MAGIC!

The "Whos' Viewed" section on LinkedIn is MAGIC! I've made a ton of great new connections that way. **Ken got a job in just 2 weeks by using the "Who's Viewed" section**  
Ken was looking at his "Who's Viewed" section when he saw that a former coworker had viewed his profile, but not said a thing to him. The guy was now a VP at a company Ken was really interested in. The two had not spoken in almost twenty years! Ken was nervous about reaching out. He did it anyway, and the VP said "I am so glad you reached out to me. I *did* view your profile because I'm hiring a senior sales person. I liked your background and wanted to reach out to you, but things got crazy at work and I forgot. Would you like to hear about the job? It's not posted anywhere, so I'll have to give you the run-down."

## Networking Scripts ... continued

Here are some **“WHO’S VIEWED”** scripts that have worked for me:

*"Hello, Tom. Thanks for visiting my profile. I see that we both flew the corporate coop, and are taking our talent acquisition / career development experience to the streets. I really enjoyed your latest post on recruiters (keep 'em coming!) I'd love to learn more about your business. Would you like to connect?"*

*"Hello, Nancy. Thanks for visiting my profile. I see you started your career with outdoor education for at-risk youth. So did I! I'd love to learn more about your journey from that into healthcare informatics. Would you like to connect?"*

*"Hello, Dan. Thanks for visiting my profile. I see you work at 3M's post-it note division. I could not survive without my post-it notes. Would you like to connect?"*

Sometimes, I keep it really simple:

*"Hello, Jenifer. Thanks for visiting my profile. Would you like to connect?"*



# Networking Scripts ... continued

## What to say to recruiters:

With recruiters, you should always cut to the chase! Here's how:

1. Say hello.
2. Mention common ground (if you can find any).
3. Tell them what you do.
4. Ask if they recruit for those type of positions.

"Hello, Anna. I loved your post last week about fish! We both know James Brown (that's how I stumbled across your profile). I am a Creative Director by trade (8 years agency, 2 years corporate). It looks like you recruit marketing and creative folks. Is that correct? Would you like to connect?"

## What to say to hiring managers:

Now, with hiring managers you should sometimes play it cool (hold off on telling them you're looking for work), and with others you should cut right to the chase. Here is an example of both:

*"Hello, Virginia. I stumbled across your profile today and was really intrigued by your (mention something that genuinely intrigues you about their background, an article they wrote, or something else). We both work in the (mention the common industry or area of expertise). Would you like to connect?"*

*"Hello, Tom. I see that you have been an HR leader for many years, and we have 3 great people in common out here on LinkedIn. I'd love to connect."*

*"Hello, Barb. I help companies reduce turnover. I see that you have worked in that particular focus area as well. Would you like to connect? I'd love to learn more about what you're doing in that arena. If your company is struggling with employee engagement and turnover issues, I might be able to help."*