

Email samples:

Sample outreach email #1: Touching base (e.g. friends, former co-workers)

Subject: Question RE: contacts in Social Responsible Business sector

Hi Drew,

I hope all is well with you on the East Coast! It has been pretty busy these past few years at my firm in San Francisco, but I'm having a blast and learning a lot.

A favor to ask of you: I'm in the process of exploring new career opportunities and am wondering if you're able to connect me to any interesting people or companies.

As you know from our work together, I've developed an interest in the area of socially responsible business. In particular, I'm hoping to combine my past experience in finance with my passion of sustainable business and socially responsible investing. Are you still involved with the Green Party in New York? Can you point me to anyone in your network who might be able to help? Thank you!

Best,
Anita Job

Sample outreach email #2: No prior contact with a Haas Alum

Subject: Questions re: Initech from Haas MBA Student

Bob,

I'm a Haas MBA student and found your contact information in the @cal alumni directory. I'm currently exploring various career paths and see that you're working for Initech as a product manager. I am wondering if you would have some time in the next week or so to chat with me about your experience working in Silicon Valley as a product manager.

I would really like to get a better understanding of what a product manager does on a day-to-day basis as well as to get some advice from an insider's perspective.

Ideally, if you have the time, I'd like to meet with you in person. I work in Silicon Valley and could buy you lunch or a post-work drink if that works for you.

Feel free to call me on my cell phone at (510) 555-5555.

Thank you in advance for your time and I look forward to hearing from you.

Peter Gibbons

Sample outreach email #3: No prior contact with a Haas Alum

Subject: Haas MBA re: Bolton & Associates

Michael,

I'm a Haas MBA from the Evening and Weekend program and I am writing to introduce myself. I found your contact information in the Haas/Alumni group in LinkedIn and see that you're working for one of my target companies, Bolton & Associates. As you may know, your firm typically recruits from B-schools on the East Coast and is not scheduled to visit Berkeley this year.

A favor to ask of you – do you have about 15 minutes to chat with me by phone? I'm eager to find out more about your experience working for Bolton.

Looking forward to hearing from you soon.

Peter Gibbons
(510) 555-5555

Sample outreach email #4: Using referrals to network inside target company

Subject: Haas Class Project re: TiVo

Dear Milton,

I represent a small team of MBA students in a technology management class at Haas. Bob Slydell recommended that I contact you after I mentioned that I found your name in the Haas/Alumni LinkedIn group. Our team is working on a class project in which we've been assigned to apply course concepts to a technology company for a final presentation and report. In our case, the company is TiVo.

Bob has already graciously agreed to speak with us regarding issues such as R&D, usability testing, experimentation, structure of project teams, and other matters relating to technology management.

If you're available sometime within the next week, we would very much value any additional perspective you could provide. We're tentatively scheduled to visit your offices sometime next week. Depending on your availability, we could try to set up a meeting with you to coincide with this trip.

We look forward to benefitting from your insights.

Sincerely,
Peter Gibbons
(510) 555-5555