

## 如何撰写高回复率的 Greeting Email

### 1. Greeting Email 撰写模板

#### 1.1 简短模板（之前接触过对方）

Robert,

It was a great pleasure meeting you at the CFA Society event yesterday. I really enjoyed talking to you regarding the trends happening in the finance industry. I look forward to seeing you again in the future CFA Society gatherings.

- Kelly Liu

#### 1.2 基础模板

Hi XXX. My name is XXX, a student from XXX university. We are alumni and both enrolled in the XXX program. I came across your LinkedIn profile when searching for .... Your profile is very attractive to me as.../ I'm very impressed by your....

[list 1-2 key areas that are relevant to your networking purpose. It can be this person's educational background, work experience, project achievement, groups followed, certificate obtained...]

I'm curious about...

I'm wondering if you can share with me...

I have a question that's been bothering me for a while and hope to hear some of your advice.

#### 1.3 高级模板

Hey [First Name],

I found your post up for a [Role Title] up on [website/job board + link to posting] the other day, and I wanted to share with you the [strategy/deliverable/etc.]. I already took the time to develop for [Company Name].

It' s built around what I know works, through my experience in building [Previous Company' s] [X, Y, Z Project, or Product] with [JS, Ruby, HTML, etc.]. Check out [Link to Project Example] I created, that' s done X, Y, Z for [Previous Company] and has had [Results, # Downloads, # Signups, etc.].

I have a very solid foundation for working in/with [Relevant Languages/Relevant Tools]. I' m looking forward to helping [Company Name] deliver even more unique value to the industry.

I have a couple of questions that have been bothering me for a while regarding my career development and I hope to receive some guidance from you. Do you have maybe 5-10 minutes time to talk this week?

Thanks,

Your Name

## 如何推进和加固社交关系

### 1. 推进加固关系邮件撰写模板

#### 1.1 标题

标题: **Follow-up on XXX**

Follow-up on Kelly Yan' s Interview on 5/14/2020

Follow-up on opening positions at your company

Follow-up on the referral request made by XXX

#### 1.2 正文 1 (在某个活动见过)

It' s my great pleasure getting to know you at XXX event. I hope we can stay in touch and exchange information on better use Google Analytics to improve work efficiency. [ insert the topic you two discussed before].

#### 1.3 正文 2 (根据某个话题的跟进)

Hi XXX,

I' m writing to you regarding the XXX we talked about on XXX [date]. I haven' t received response from you and I assume you are quite busy these days. However, I wanted to follow up and see if you have time to discuss [topic]. It won' t take that long I promise. I' m very grateful for your time and I look forward to hearing back from you soon.

Thanks,

#### 1.4 正文 3 (面试进度跟进)

Hi XXX,

It' s my great pleasure having the interview with XXX [name of the interviewer] on [date]. I wanted to follow up to see how did that interview go and when should I expect to hear the result from you.

I really value this opportunity and hope I can hear good news from you in the near future.

Best,

#### 1.5 正文 4 (LinkedIn 跟进)

Hi XXX,

Thanks for accepting my invite on LinkedIn. I' m planning to apply for XXX [ insert the JD]. However, when reading the JD, my understanding of XXX is XXX. Before I submit my application, I wanted to check with you to see if XXX so I can be more positive about XXX. Do you know [ask details about this job or the team].

Regards,

## 如何展开 Small Talk

### 1. Small Talk 引入转接话术

#### 1.1 范例 1 (关于居住城市的问题)

Thanks for replying on LinkedIn and taking the time with me for this conversation. I read through your LinkedIn profile and understand that you relocate from Boston to New York after you graduate. How do you like the place?

#### 1.2 范例 2 (关于一些相关的新闻)

Thanks for replying on LinkedIn and taking the time with me for this conversation. I saw your LinkedIn profile and know you are in New York. I heard that there was a big thunderstorm yesterday and electricity in a lot of areas was impacted. Is everything OK in your area?

#### 1.3 范例 3 (对话范例)

你:

Thanks for replying on LinkedIn and taking the time with me for this conversation. I read through your LinkedIn profile and understand that you relocate from Boston to New York after you graduate. How do you like the place?

**Networking 对象:**

Thanks for asking. It was great connecting with you as well. I just came to New York like two months ago. I worked in Boston for about 1 year, just have not updated my profile yet. But this is a great place, much like what it is in China. I happen to travel Shanghai like 1 year ago with my wife. And that was a lovely place.

你:

Wow, great. I had lots of friends in Shanghai as well, just haven't get a chance to visit myself. But I love the Shanghai cuisine and there is a nice Shanghai Restaurant close to my school that I visit almost every month.

## 如何开口要内推

### 1. Greeting Email 直接要内推撰写模板（前提是要有非常好的简历和相关经验）

Hi Jenny ,

I am Chen, a recent graduate student from University of Texas at Dallas. Thanks for connecting with me on LinkedIn and it is always great to talk to UTD alumni. I recently applied for the data analyst position in your team and I am really interested in this position.

I understand your team is looking for people with XXX skills and also experience in XXX. I had been working with XX for 2 years and was deeply involved in XX with hands-on experience in XXX. I've attached my resume for your reference. Do you mind submit a referral for me on the company referral portal? (Job Link: xxxxxxxx)

Please let me know if you have any question or want to set up a call with me to know more about my qualifications.

Thank you for your time!

Chen

### 2. Informational Interview 直接要内推话术

#### 1. Networking 对象不在申请的职位部门里

Thanks for letting me know about your experience in this role and I am excited in learning about this. I understand that you are not part of the team where I applied for the position. But I am wondering if you know anyone that I could talk to or maybe you could get me introduced to the person.

#### 2. Networking 对象直接在想申请的职位部门里

Your experience sounds amazing and inspiring, and I'm very interested in developing a career like you. I am wondering if I could send my resume to you and maybe you could let me if I could be considered for the position.

### 3. 线下活动直接要内推话术

#### 1. Partner/Decision-maker 级别:

Thanks for sharing about your past experience in the advisory industry. It was insightful and exciting. As you mentioned (I acknowledged) that your team is recruiting for a few business analyst roles in Atlanta office. I am interested in the opportunities and I think I have relevant experiences as well. Can I send my resume to you to be considered for the opportunity?

#### 2. 普通员工级别:

Thanks for sharing about your past experience in the advisory industry. It was insightful and exciting. As you mentioned (I acknowledged) that your team is recruiting for a few business analyst roles in Atlanta office. I am interested in the opportunities and I think I have relevant experiences as well. Could you refer me to the position?

#### 3. HR 或是 Recruiter:

It was great to know about the opportunities in your company and the information session was informative. I have submitted my resume online and applied for the position already through Handshake. I' ve brought my resume here. Can I give it to you so that it is easier for you to look at my experience and background? Or it might be easier for you to set up a brief 10min call so that I can introduce myself and qualifications in more detail?